

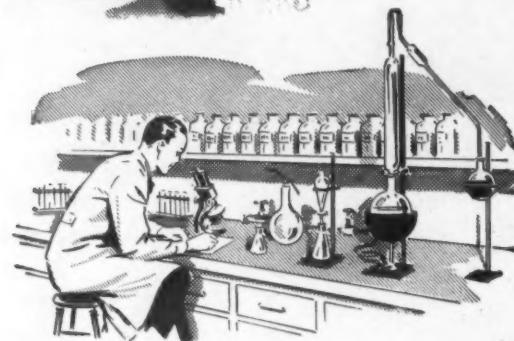
Practical English

OCTOBER 28, 1946 • A SCHOLASTIC MAGAZINE

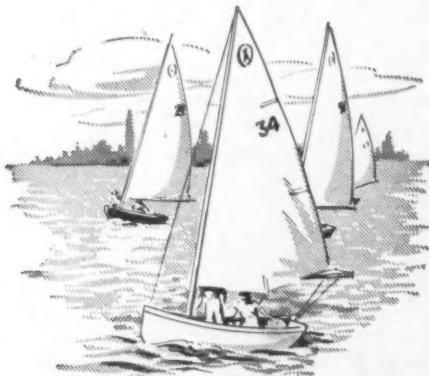


MISTER CHAIRMAN! (See page 5) ▶

HE PUTS NEW IDEAS TO WORK



Charlie attended public school in Findlay, Ohio, where he was born. After high school he went to Case School of Applied Science and was graduated with a B.S. degree in Chemical Engineering. Both in high school and college he took an active interest in debating and journalism.



After college he was awarded a teaching scholarship to M. I. T. to work for his Doctor's Degree. Staying on as an assistant professor, he played tennis, golf, and sailed on the Charles River.

The Story of Dr. Charles Reed

AS soon as a new chemical product takes shape in the laboratory, in the test-tube stage, it is up to the chemical engineers to devise machinery to produce it on a commercial scale. This is the job of Dr. Charles Reed, manager of G.E.'s Chemical Engineering Division.

When a chemical process for producing silicones was discovered in the G.E. Research Laboratory it was decided that such products as the heat-resistant silicone rubber would have wide application and therefore should be produced in quantity. Chemical engineering equipment had to be devised. First, "pilot plant" equipment for making silicones was designed and operated. From this small-scale plant these engineers were able to design successfully a full-size commercial plant which is now being constructed in Waterford, N. Y. The problem of producing silicones was one of the first that Charlie's division solved. *General Electric Company, Schenectady, N. Y.*



Coming to General Electric a few months after Pearl Harbor, he went to work in the Research Laboratory. Music is his most enjoyed indoor pastime—and he himself plays the piano well.

GENERAL  **ELECTRIC**

Practical English

A National Magazine of English and the Communication Arts Designed for High School Students in General, Business, or Vocational Courses, Published Weekly During the School Year

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CONTENTS THIS WEEK

Including selections from Senior Scholastic

"Hey . . . You Teacher's Pet!"	3
Say What You Please	4
Mister Chairman, by Marjorie S. Watts	5
Town Meetin' Tonight	7
Keep Your Outline in Line, by Richard Decker	8
It All Adds Up, by Mac Cullen	9
Words to the Wise	10
Are You . . . ?	10
Letter Perfect	11
How's That Again?	11
Who? Which? What?	12
Shop Talk	12
Who's in the News?	13
March of Events	14
U.N. News	16
Water Hog, by Raymond Boyle	17
American Achievements: Air Conditioning	19
Keen Questions	20
Jobs in Aviation	24
Boy dates Girl, by Gay Head	26
Following the Films	27
Who Is Our No. 1 Athlete?	28
Hi There	28
Hallowe'en Without Hoodlums	29

VOLUME 1

NUMBER 7

OCTOBER 28, 1946

"Hey... You Teacher's Pet!"

PASSING a group of youngsters on their way to school the other day we heard an old familiar cry: "Hey . . . you teacher's pet!"

There was nothing new or different about the incident. It is something that happens probably every day in every town in the United States; and probably has been happening every day for fifty or even a hundred years.

"Teacher's pet" is one of the "name-calling" taunts we learn early in life. It's a childish expression. We smile when we hear it. We know the youngsters who use it will grow up and learn how childish they were when they did it.

All "name-calling" is childish, but it does not stop after childhood. It gets worse. It is used by adults, even by prominent men and women who are well-educated and should know better. We hear it on the radio, we see it in the newspapers, it repeatedly enters into friendly arguments. But no matter who "calls names," it is still childish. It is never logical, nor intelligent.

Let's analyze the early childhood taunt of "teacher's pet." It's typical of almost all "name-calling." The youngster who is called a "teacher's pet" is likely one who takes his school work seriously. He probably has done his homework. He pays attention to instructions. He knows what the assignment is for the day.

The attack on the "teacher's pet" is usually led by youngsters who are too lazy to do their own work. They hope to distract attention from their own faults, or incompetence, by pointing a finger of scorn at the serious student. They are trying to excuse themselves for their own lack of self-discipline by calling others "teachers' pets." They use an unpleasant name because it pins an unpopular label on the victim. The "name-callers" may not know this is the reason for their actions. But it is.

The next time you hear any "name-calling" (and the next time you yourself are tempted to "name-call") stop for a moment and reflect. You will have many opportunities. For "name-calling" is a rather common practice. It is used by many politicians in attacking their opponents; sometimes it is used by officials of one country against those of another country; it is used by many business men against labor leaders, by many labor leaders against business men, by workers against fellow workers, by salesmen against competitors, and even by hi-schoolers against fellow-students.

When you stop for a moment and reflect on the *names* you hear people calling each other, you will be surprised at how quickly you learn that "name-calling" is childish and unintelligent. You will discover that the *name* the "name-caller" uses is always one that arouses an unpleasant reaction inside your mind or your heart. The *name* is something unpopular with most people, something they dislike. That's why the "name-caller" uses it. That's why you must be on guard when you hear "name-calling."

Make a list of the *names* you hear "name-callers" use. Remember them. Avoid using them. And beware of "name-callers." If enough of us get wise to them, the "name-callers" will lose their effectiveness. Perhaps then they will try to appeal to intelligence, instead of to prejudice. That would be a fine thing!

OUR COVER GIRL: There's no doubt about what Carol Morris (New York City) is doing. She's saying "Mister Chairman!" and indicating she wishes to voice her opinion.

Al Ravenna, photographer of the New York World-Telegram, snapped Carol's picture during a meeting of teen-agers at City Hall, New York, N. Y.



... and that's what we mean! This letters column, a regular feature in *Scholastic Magazines*, is open to opinion on any subject and criticism of any kind, brickbats or orchids. We want to know *what's on your mind*. Other readers do, too. Address Letters Editors, *Scholastic Magazines*, 220 East 42nd St., New York 17, N. Y. — The Editors.

In "Here and There" (Sept. 23rd issue) you mentioned F. C. Bishop's suggestion to the World Air-Age Education Congress that schools take their students on worldwide trips as an investment in peace. A swell idea but, as my Dad says, who's gonna pay for it?

I can't answer that. But couldn't there be exchange scholarships like those available to college students? Think of the world understanding that would be gained if selected senior high school students could spend their junior or senior year in another country, while foreign students studied here.

The scholarships I'm suggesting could be awarded to the students who had proved themselves most alert and able to profit by a year of studying abroad.

C. M., Chicago, Illinois

We'd like to hear more student opinions on this idea of "exchange scholarships." In 1945 the Institute of Student Opinion, sponsored by *Scholastic Magazines*, asked more than 55,000 high school students which country they would choose if they could have travel or exchange scholarships *after* high school graduation. Twenty-one per cent chose a South American country. Next highest in the students' choices were France, Great Britain, and Germany.

Could you send me information on the formation of Charm Clubs? We are interested in forming one for our girls.

Sister Mary Frederika
Catholic Central H. S., Troy, N. Y.

Most of the Charm (or Personality) Clubs we know about have been formed under the guidance of some interested faculty member. One of the most successful personality clubs we know of is at Eastern District High School, Brooklyn, N. Y. Mrs. Harriet Zucker is the faculty member in charge and she has been very kind, on several occasions, to advise teachers in other schools. An article by Mrs. Zucker on the E. D. H. S. personality club will appear in the December 9th issue of *Scholastic Teacher*.



MISTER CHAIRMAN

BETWEEN one morning and the next Bob Larkin changed his mind completely as to what it takes to be a successful chairman.

Every so often Bob had day-dreamed of himself in front of his utterly fascinated classmates, over whose thinking and talking he would hold mysterious but absolute control: (1) By ignoring Lanky he could even things with that "pusher" for getting to take Arlene to the class picnic. (2) With one swat of the ruler (gavel to you) he could squelch Cissy Kalmer, the class chatterbox. (3) He could inspire mirth by his line of side-splitting jokes and work off several hundred pounds of steam bursting from his overheated opinions.

Ah, the importance and power of a chairman!

Now and then a day dream comes true with stunning force. And Bob's did.

Was His Face Red!

Arlene indicated that she didn't exactly hate him when she nominated Bob as chairman for the first of the Friday forums which were to be a feature during the coming year. In the election he made the grade over the other two nominees.

Bob hadn't expected to feel as if he had been chucked into the ocean without any swimming lessons, and he said as much to Miss Farrar.

"I like to see people have a chance to try out their pet ideas," she replied with what, if she hadn't already proven "solid." Bob would have sworn was a mild leer. He put it down as a twinkle and marveled that she could read his thoughts on so short an acquaintance.

Bob couldn't be sure that Miss Farrar approved the topic which practically everybody wanted to discuss first, namely: *What does our town need for recreational facilities?* But it was a hot topic which boiled up daily in class.

Certain that he knew all the answers, Bob devoted all of fifteen minutes "preparation" to thinking up anecdotes with which to pep up his first public appearance. When his opening joke, next day, received only blank stares and a single hollow ha-ha from Lanky, Bob nervously whanged the ruler on the desk and launched into a summary of his own thoughts on the question.

Strange, but what had seemed to him a terrific fund of information dwindled away in a couple of minutes! Strange, but instead of the long-imagined room full of spellbound faces, the general expression was one of not-too-patient endurance!

By Marjorie S. Watts



In a sudden, bottomless pause Bob floundered around, and hastily tossed in another "joke," which drew a second sarcastic noise from Lanky. At the sight of Arlene's pink embarrassment, Bob longed for a trap door directly underneath where he stood. Gulping down a throatful of nervousness, he croaked, "Would anybody like to say something?"

Insanely enough, this simple question provoked the laughter which Bob's humor had failed to raise. Then all you could hear was a deafening silence, and all you could see was Lanky's large, delighted grin.

"I'll fix him," Bob said to himself and then aloud: "Let's hear from you, Lank Brown."

Floundering Around

Lanky stated flatly that the next town had it all over theirs in recreational facilities. In no time three other people were on their feet, all arguing hotly at once. Not quite breaking the ruler in two, Bob got enough attention to shout that he agreed with two of the chorus of speakers.

"The chairman can't take sides," announced Pete Courtney suddenly, thereby unlocking the flood gates of criticism. A dozen people were all trying at the same minute to voice suggestions not for recreation but for ways to conduct a discussion. With a sense of relief Bob watched Miss Farrar rise from her seat in the back of the room. He was surprised that she didn't look mad.

"We still have half an hour," she observed, "and if you think best to postpone the recreation topic, we could use the time for a more useful one. Have you any ideas?"

"Yes! A wrangle on how to be chairman!" volunteered somebody.

"Sure. What happened to Bob could happen to any of us."

Seldom had Bob experienced a deeper sense of gratefulness. "Shoot the suggestions!" he invited cordially.

On Your Toes

Thirty lively and helpful minutes followed. From their experiences recent and farther back, from Miss Farrar's occasional pointers, and from several procedures which they practiced, they collected the basic rules for a chairman to keep in mind. Afterwards, everybody stood a better chance of being a successful chairman. Here they are:

Since anybody may win a chairmanship, a speaking acquaintance with simple parliamentary procedure is a "must." (Just as in football, even if you aren't captain, you still have to know the rules!) But don't jump to the conclusion that you have to go in for heavy research. In order to sail along smoothly, you need only three kinds of know-how.

1. The chairman must know *how to open a meeting*. If Bob Larkin had used it, he would have given the routine direction, "The meeting will please come to order." After that, he would have made a brief, challenging statement of the topic of the day, something like this: "Many of us believe that recreation



facilities in this town could be improved, so we're going to discuss this question."

What Bob says next will decide whether or not the discussion opens up immediately. Since the chairman is not up there to entertain but to direct and guide, the sooner he gets others talking, the more fun for all concerned. When Bob asked if "anybody" would like to say something, he threw a monkey wrench in the works, because everybody waits for "anybody." He would have been a better chairman if he had called on someone right away — Jane Bianco, for instance, who always had ideas and a knack for expressing them.

"Jane, will you start us off with your opinions on this subject?"

Okay. Now we're off.

This way the conversational ball will be in the hands of the team and will pass around quickly. In fact, the chairman may have to see to it that only one speaker has the floor at one time, that his remarks are brief but not interrupted. This isn't difficult if both chairman and members of the class follow the proper procedure for permission to speak. It goes like this:

George rises and addresses the chair: "Mr. Chairman?"

Bob recognizes George by saying: "George—" or "Yes, George—" or by a nod of the head—just so it's clear to George that it's his turn.

George then goes ahead with what he has to say.

2. The second kind of know-how demanded of a chairman is *how to handle motions and voting*.

Let's imagine that, at some point during this session, Jim addresses the chair, is recognized, and says, "I move that we appoint a committee to visit other towns and find out about their arrangements for recreation."

The motion is next seconded, either by a volunteer or when Bob requests, "Will someone second the motion?"

He then restates the motion and inquires, "Is there any discussion?" He

must remember that right now, before the voting, all expressions of opinion must be offered. Once the voting is finished, any change would involve a lot of unnecessary red tape.

When the chairman is sure that no further discussion of the motion is wanted, he once more states the motion for clearness. Now, since there's nothing personal about the idea in it, this voting can be done *by acclamation*, like this:

Bob: "Will all those in favor say aye?" (He listens to the volume of *ayes*.) "Those opposed say no." (He listens again.) "It is (or is not) carried."

Similarly, such voting on impersonal measures can be done *by show of hands*. Instead of asking for *ayes* and *noes*, Bob would ask those in favor to raise the right hand, then those opposed to do the same, counting hands each time. Voting by show of hands furnishes a more



definite count than voting by acclamation.

But often the voting has a personal angle because of which somebody's feelings might be hurt by the number of affirmative and negative voters. This is true in elections. Perhaps three people have been nominated for an office. The more tactful procedure then is voting *by secret ballot*. Here's how Bob would manage this situation:

Bob: "Will Paul and Lucy please act as tellers?"

The two appointed quickly pass out ballots (slips of paper for voting) and, as soon as they are signed, collect and count them. Then they report the winner to Bob, and he makes the announcement of the winner's name. Note that the number of votes received by each candidate is not important. It is only in politics that such figures make the front page of the newspaper. In your own friendly group, comparisons of such totals only cause the losers pain!

3. The third and last bit of technique for a chairman to know is *how to close a meeting*. He must avoid being a clock watcher, but he has to cultivate a sense

of timing so that he saves a few minutes toward the end of the period to summarize concisely all the main points made during the discussion. (This is exactly as important as knowing the score at the end of a game!) The chairman then formally declares "The meeting is adjourned."

By the time Bob's class had drawn up and discussed these rules, the period was over. Miss Farrar glanced quizzically at Bob as the class left the room. "The final results," she remarked, "were very constructive."

The basic rules of chairmanship can be summarized this way: To be a chairman, you must be prepared on (a) the topic in hand and (b) ways of handling it.

A knowledge of parliamentary procedure arms a chairman for practically any development. But he should try to be way ahead of the rest of the group in his familiarity with the subject under discussion. Bob did not realize this and consequently neglected to learn, *before* the meeting, all the available facts about recreation — not only in his own town but in as many others as possible. A chairman can take nothing for granted. He must ask himself and others such questions as these:

What are the actual conditions here as to recreation?

Are there advantages that many of us don't know about?

Is some of the unfavorable criticism just gossip?

Like most of us who are just learning about leading discussions, Bob's trouble lay in his mistaken idea of what a chairman is for. He's not a lecturer — nor an actor. He's not an entertainer; he's a master of ceremonies. His job is to encourage and direct the expression of as many thoughts as he can wring from the rest of the crowd. His success will depend to a high degree on understanding that his group isn't a dictatorship. It's a small democracy in which final decisions are fairest when founded on a wide variety of thinking.



"TOWN MEETIN' TONIGHT!"



George V. Denny, Jr., ace moderator "on the air."

ABATTING average of .1000 is the record of George V. Denny, Jr., as chairman of radio's best-known discussion program, *Town Meeting of the Air*. His record has been "all hits and no misses" in conducting a weekly "town meeting" attended by 1500-2000 persons and heard by millions of listeners.

If you've tuned in Thursday nights to the call of the town crier ("Town meetin' tonight!") and listened to the discussion that follows, you know that the chairman's job isn't child's play. *Town Meeting of the Air* chooses the "hottest" topics of discussion on tap at the moment: *Should there be restrictions on the right to strike? Are we heading towards war with Russia? Is the veteran getting a square deal in education?* It presents four guest speakers, two on each side of the question — and sometimes each twosome strongly opposed to the other; and it devotes a half-hour to "open discussion" and questions from the studio audience. Fireworks is the word for what usually happens.

It's no wonder, then, that George V. Denny, Jr., has dubbed himself "moderator" of *Town Meeting of the Air*. According to the dictionary, the verb "to moderate" means "to keep within due bounds; to diminish in force, violence, etc." That's exactly what Moderator Denny does in the *Town Meeting* discussion!

How?

We put that question to him, in person, sitting in his New York office.

"Before the program goes on the air," he said, "I talk to the studio audience. I tell them about *Town Meeting of the Air*. It's one of the few radio programs which is uncensored. We choose whatever topics we like. Our speakers and audience participants may say whatever they like — as long as they play fair."

"But aren't there times when they don't play fair?" we asked.

"Of course there are minor crises," Moderator Denny admitted with a smile. "A speaker may become excited and take a dig at another speaker. If that happens, I try to make some humorous remark which puts both speakers in a good humor again. Also I sometimes have to parry an insulting question from the audience — usually the same way — with a humorous remark."

"But what if humor doesn't work?"

"In that case the moderator is forced to ask the person to leave the audience," Mr. Denny admitted. "But that's happened only five times during my eleven years' experience as a moderator."

"What are the tricks of moderating?" He repeated our next question and went on. "Tact, diplomacy, and firmness are essential. A moderator must never lose his temper. He must know the subject being discussed and, above all, he must be *fair*. Sometimes it's hard to keep from saying what I think but,

in my position as moderator, I have to keep my opinions to myself — or my wife," he added smilingly as she came into the office. "She's my program production manager, too."

We guessed right that Mr. Denny has had a flair for showmanship from boyhood on. "My education has been like a patchwork quilt. I've had military, business, and dramatic training, and experience as a lecturer."

Suddenly he pointed to a large black ball on his desk. "What color is that?"

"Black," we replied confidently.

"I disagree. It's white." He quickly spun the ball around, showing us that the other side was white.

"Most questions have two sides just like the ball," he said, chuckling at our surprise. "Some people see only the white or only the black side. But it's possible to look at both sides at once."

To prove his point Mr. Denny took a smaller black-and-white ball from his pocket. It was easy to see both black and white at the same time.

Democracy at Work

The idea of *Town Meeting* came to George V. Denny, Jr., during a conversation with a friend in 1935. It was just after one of President Roosevelt's fireside chats to which Denny had listened. His friend hadn't. When Denny asked why not, the friend's only reason was that he "didn't like Roosevelt." He went on to confess that he read only newspapers that "didn't like Roosevelt" — and that he almost selected his friends on the same basis.

"That isn't the way democracy should work," Denny commented after telling us the story. He pointed to the ball. "If you only see the black side of the ball, you can never make a wise decision about its color."

So Denny went to work on the idea of bringing back the town meetings of colonial days. In these meetings the citizens frequently gathered in the town hall to discuss local matters. Everyone present had an equal right to talk.

Moderator Denny leaned forward to make a point. "A town meeting is not a mass meeting. It's important to know the difference. Hitler held mass meetings. He knew that in a mob scene people don't think for themselves. They accept whatever one-sided argument is presented. *Town Meeting*, on the other hand, is democracy at work. It is an honest attempt to present all sides of today's most important questions through the right of free speech. If the meeting is conducted fairly, all sides will be heard. That's the job of a moderator."

Keep Your Outline IN LINE

AN OUTLINE is like an architect's blueprint for a house. No architect would try to build a house without first drawing up a careful blueprint. If he did, he'd probably discover, halfway through, that he'd made the bedrooms too large and had only a tiny space left for the kitchen. Or he might find that the rooms were arranged poorly — with the living room in the back of the house instead of in the front!

The same thing will happen to you if you try writing your themes, reports, or speeches without an outline. Your finished product will be out of proportion. Unimportant ideas will take up too much space; important ideas may be overlooked. The main thought, which should be near the beginning, may straggle in at the end — too late. Then, in order to turn out a good theme, you'd have to start all over again.

Isn't it better to blueprint your way with an outline? If you make mistakes, you can correct them in the planning stage.

Line Them Up

First, put down all your ideas concerning the topic. Let your mind wander over the subject. Never mind the importance of the ideas; never mind their order. Don't worry about sentence structure. In fact, don't write complete sentences — jot down your thoughts in as few words as possible. This is your raw material. Pile it up like sand and gravel for a building project.

The important part of the planning stage is to *put those ideas on paper*. Thoughts are like butterflies: you have to pin them down or they'll get away from you! Don't try to edit your ideas mentally. Right or wrong, good or bad, put them down on paper.

Let's say your assignment is Better Traffic Control for your city. You'd probably cover your scratch pad with ideas like these:

Streets jammed . . . accidents . . . businessmen want clear streets . . . busses delayed . . . trolley cars hold up autos . . . parking meters needed . . . more traffic lights . . . time saved . . . lives saved . . . noisy traffic . . . airplanes noisy, too . . . expense to motorist . . . residential area . . . speed limit . . . reasons for traffic jams . . . more traffic police . . . parking areas . . . cars are expensive.

Check on your list to be sure that every idea fits in with your main topic. A well-planned house follows one style. A well-organized theme sticks to its subject. Looking over your rough notes, you notice that *airplanes noisy, too* has nothing to do with Better Traffic Control. Cross it out. *Cars are expensive and residential areas* can be dropped, also.

Building the Framework

Now you're ready to build a framework with your raw materials. The

AND WE QUOTE

Timely quotes from the news of today. Timeless quotes from the books of yesterday. Wise quotes to make you think. Witty quotes to show you how words can work like magic . . .

"Slow; no hospital." — Traffic sign in a Pennsylvania town.

The man who wakes up and finds himself famous hasn't been asleep. — Lord Northcliffe.

We have great big six-cylinder brains, but run on four cylinders most of the time. — Be Somebody, International Harvester Co. booklet.

Man's life: twenty years of wasting what his dad makes; twenty years of trying to keep his kids from wasting what he makes. — Robert Quillen.

Two kinds of people are consoling in times of crises — those who are completely courageous and those who are more scared than you are. — Alexander Animator, house organ, Alexander Film Co.

foundation will be the three or four most important ideas. Number them with Roman numerals (I, II, III, etc.) and write them on a clean sheet of paper. Leave plenty of blank space between them. Each of these main thoughts is a box into which you're going to put the less important topics.

After juggling your rough notes, you'll find that some of them mention the *benefits of traffic control*. Others give *causes of traffic problems*. The rest suggest how to *prevent traffic problems*. There's your basic outline:

Our City Needs Better Traffic Control

I. Benefits of traffic regulations.

II. Causes of traffic problems.

III. Correction of traffic problems.

Next, classify the remaining ideas. Examine your notes and find each thought that is related to your first main heading. *Time saved* is undoubtedly a

benefit of traffic regulation. That belongs under topic I. *Businessmen want clear streets* points the way to a benefit of traffic regulation. You develop the idea and write *improved business* under I, also. *Accidents* reminds you that another reason for improving traffic control is to decrease accidents. So topic number I now has three sub-headings:

I. Benefits of traffic regulation

- A. Time saved
- B. Better business
- C. Fewer accidents

Other notes will fit in with each of these sub-headings. Make them sub-topics and label them 1, 2, and 3 under the A, B, or C. *Lives saved* would be number 1 under sub-heading C. And if you think of other topics as you go along, fit them in. *Lives saved* reminds you of *Property saved*, which you hadn't thought of before. Make that number 2 under C.

Select the sub-topics for main topics II and III in the same way. *Trolley cars hold up autos* goes under II as a *cause of traffic problems*. The need for *more traffic police* ties up with III as part of the *correction of traffic problems*. Here's how these topics line up:

II. Causes of traffic problems

- A. Not enough parking space
- B. Too few traffic lights
 - 1. Lights poorly situated, difficult to see
- C. Street cars hold up traffic
- D. Narrow streets
 - 1. Sharp curves and other hazards not indicated

III. Correction of problems

- A. Parking meters
 - 1. Revenue from meters would repay city for installing them
- B. Municipal parking lots
- C. More and better traffic lights
- D. More and better traffic signs

Now check your notes once more to be sure that you've covered everything. Naturally, you don't bother with complete sentences in your outline. This is merely a workmanlike blueprint, not a literary creation! The briefer your ideas, the easier it is to state them in clear-cut sentences later.

In writing from your outline, you'll find that each main topic contains the material for one or two paragraphs. Usually, the headings — I, II, and III — form the topic sentence for the paragraph. If the ideas under one heading run over into a second paragraph, restate the main idea: "Other important causes of traffic problems are . . ."

The time spent on your outline can cut your actual writing time in half. Even more important, a well-planned outline will give a well-written, easy-to-read finished product.

— RICHARD DECKER

By Mac Cullen

WHEN you pick up a newspaper, what catches your attention first? The headlines, yes. Then what? If there is a front page photo, the chances are that you look at it next. Then you read the *caption* below the photo to find out more about it.

Pictures make news more interesting. A photo of a prize-winning calf will make many people stop and read a news or feature story. Without a picture to attract them, they might not have read the story.

Pictures also drive home the point of a news story. You've heard — or read — that many people in Europe and Asia don't have enough food. But, when you look at news photos of pitifully thin, hollow-eyed kids, then you understand more clearly what "food shortage in Europe" means.

The half-sized newspapers, called *tabloids*, use a great many photos because they are "easy reading." You may not get the whole story from a photo and caption, but you get the main idea easily and quickly without taxing your brain.

Display Ads

On some pages of the newspaper it's an ad, instead of a news photo, that catches your eye. Lettering as large or larger than headlines may say: "BUY AT SINDELS — What the high school miss wants!" Below will be a photo or sketch of teen-age girls in the latest styles of school and date clothes.

Ads like this — with pictures or sketches and large lettering — are called display ads. Their purpose is to attract your attention to what's written in the ad, just as photos on the news page interest you in reading a news story.

Display ads are usually designed by the advertising department of the store, business, or manufacturer of the product they advertise. The store, business concern or manufacturer pays the newspaper for the *space* which the ad occupies in the paper. Space for full-page ads sometimes costs hundreds or even two or three thousands of dollars, depending upon the circulation of the paper. The more readers who will see the ad, the more the newspaper charges for advertising space.

Why Buy Advertising Space?

Business concerns buy advertising space in newspapers because it pays off in customers; it boosts business. Department and food stores advertise goods for sale. Theaters advertise

IT ALL ADDS UP



movies that are being shown. Airlines and railways advertise means of transportation.

Making the public familiar with a company's name may be the main purpose of an ad. These are called *institutional ads*; they are usually educational in effect. This makes you read and write down—and remember—the name of the bank. An insurance company may run a series of ads showing scenes from American history. You read the ad with interest; you learn something from it; you remember the name of the insurance company. You may become a customer immediately or later.

Why Print Ads?

There are two reasons why newspapers print ads. One is to make the business profitable. Subscription rates are low. The money you pay for a newspaper does not begin to pay for the cost of producing it. About two-thirds of the money it takes to run a newspaper comes from advertisements.

The second reason why newspapers print ads is "reader interest."

Why Read Ads?

You like to read ads because you are a potential buyer. You and your family have money to spend and you want to know where and how to spend it. From the movie ads you decide which movie you want to see. From department or clothing store ads you find the sort of sweater you want and at a price that fits your pocketbook. Your mother looks at the ads to check the prices of food and the items available at different stores.

While newspaper ads keep you posted on what's available, they do not always help you to buy wisely. They may tell you that a certain jacket is "the latest style" or "the most becoming of its kind," but they don't always tell you the quality of the material. According

to Federal law, an advertisement can not make an untrue statement about a product but, with the exception of food and drug ads, it doesn't have to tell you the whole story about what goes into the product. It is up to you, as an intelligent reader, to learn to recognize good ads — which give you complete, accurate information — from those which conceal information behind "pretty phrases."

Classified Ads

Near the back of the newspaper are columns of type without regular headlines. These are called *classified ads* — or *want ads*. Someone wants to buy or sell or rent something. It may be a second-hand bicycle, an apartment or house, real estate, or jobs. Advertising space in these columns costs very little, but classified ads render a real service to newspaper readers who are "in the market" to buy or sell.

Information Items

Newspapers also print articles to give readers information which is useful in daily living. Do you want to know whether it will rain tomorrow, the day of the football game? Do you have questions about health? Need a new dress pattern? Would you like to know how to bone a fish? Or get some ideas for Hallowe'en party refreshments? You may find articles concerning all of these things in one issue of your daily paper.

If you sit down and look at every page of your newspaper, you'll be amazed at the number of subjects covered. There's news from every part of the world. It takes a smattering of everything for a newspaper to be up-to-date in 1946.

This is the seventh of a series of articles based, in part, on *How to Read a Newspaper* by Edgar Dale. Copyright, 1941, by Scott, Foresman and Co.



WORDS to the WISE

1. When he got up, in the morning he was a little *hoarse*.

2. When he got up in the morning, he was a little *horse*.

(In which sentence would his mother not recognize him?)

3. Chickens are *foul*.

4. Chickens are *fowl*.

(Which describes the odor of chickens?)

5. Edison will be remembered for his electrical *feet*.

6. Edison will be remembered for his electrical *feat*.

(Which sentence makes Edison eligible for a freak show?)

7. She was a blonde — *died* by her own hand.

8. She was a blonde — *dyed* by her own hand.

(Find the suicide.)

Did you figure out these cases of mistaken identity? Our language contains many words like the Troublesome Twins above. They look alike (to the careless observer); they sound exactly alike — but they are spelled differently. These masquerading fiends are called *homonyms*.

Let's take off their whiskers, and see what they really look like. Then we'll

be able to tell them apart when next we meet them.

These are the Terrible Triplets:

(1) *to*, (2) *too*, (3) *two*; (4) *their*, (5) *they're*, (6) *there*.

Examples:

1. I went *to* the store.

2. I have *two* apples.

3. (a) I like Jane. I like Sylvia, *too*. (Be careful, chum!)

(b) I have *too* much homework. (Haven't we all?)

4. This is *their* home.

5. *They're* (they are) not going.

6. I live *over there*.

Elementary, my dear Watson, elementary! But would you believe that there are many high school graduates who are fooled by these? It's true.

And now for a double dose — one set of Twins and one of Triplets:

1. *Scent* — an odor.

2. *Cent* — a coin.

3. *Coarse* — unrefined, crude, harsh, vulgar.

4. *Course* — a path traversed, part of a meal, method of procedure, a series of studies.

5. *Of course* — as was to be expected, naturally.

Examples:

1. That perfume has a sweet *scent*.

2. For one *cent* you can buy a four ounce bottle of that perfume. (Cheap stuff.)

3. His manners were *coarse*.

4. (a) He took a *course* in English.

(b) The golf *course* was muddy.

(c) His *course* of conduct was ill-advised.

5. *Of course*, I shall go at once.

I Hear America Singing

I hear America singing, the varied carols I hear,

Those of mechanics, each one singing his as it should be blithe and strong,

The carpenter singing his as he measures his plank or beam,

The mason singing his as he makes ready for work, or leaves off work,

The boatman singing what belongs to him in his boat, the deckhand singing on the steam-boat deck,

The shoemaker singing as he sits on his bench, the hatter singing as he stands,

The wood-cutter's song, the plow-boy's on his way in the morning, or at noon intermission or at sundown,

The delicious singing of the mother, or of the young wife at work, or of the girl sewing or washing,

Each singing what belongs to him or her and to none else,

The day what belongs to the day — at night the party of young fellows, robust, friendly,

Singing with open mouths their strong melodious songs.

Walt Whitman (1819-1892)

ARE YOU . . . ? ?



... A SLOPPY-JOE

Here's Sloppy Joe. Yes, he's the one Who always wears his tie UN-done, Shoes UN-shined, and pants UN-pressed — Why, actually, Joe's UN-dressed!



... A SLOPPY-JILL

Jill's decked out for a masquerade, With jeans and shirt, she's on parade. 'Round her head a turban twirls, Because her hair is up in curls.



... A HODGE-PODGE DRESS

Amy's a sight to make sore eyes, Her clothes just never harmonized! High-heeled shoes and old sport shirt, Bobby socks and black silk skirt.



PERFECT

THOUGH it may sound like hair-splitting, there is a difference between a letter to the editor and a letter to an editor. A "letter to the editor," which we talked about last week, is written in the hope that it will be printed in the "Letters to the Editor column." A letter to an editor is a personal message. It may be a request for information, or it may be a note accompanying an article or poem submitted for publication.

Note that word — "note." A lengthy letter is not necessary when you're submitting a poem, a joke, or an anecdote to a newspaper or magazine. The editor knows that you hope it will be published, so you needn't explain this to him in three paragraphs. The editor also has his own standards of judgment. He's not interested in hearing that your parents and your English teacher consider this an excellent poem or that all your friends laughed themselves silly when you told them this joke.

LEARN . . .

To Think Straight

DID you know that you can be tricked into thinking what someone else wants you to think — just by the words he uses in speech or writing? You can be, if you aren't alert in your own thinking, reading, and listening. Here's how:

All words have specific meanings, but many of them suggest other things, in addition to their specific meanings. Blonde, for instance, means "light in color." But it suggests "hair" or "pretty girl," doesn't it?

Using words whose suggested meanings create a favorable or an unfavorable impression is called "slanting" or "loading" a sentence.

Note the difference in your reaction to these:

1. Jack saved two dollars last week.
2. Jack budgeted his money and saved two dollars last week.
3. Jack was stingy and saved two dollars last week.

The first sentence states the fact. In the second sentence the word "budgeted" creates a favorable impression; in the third, "stingy" creates an unfavorable impression.

In short, you can boil your note down to this:

"I am enclosing an anecdote for your 'Quips and Quotes' column. It is a true story which happened recently to two of my friends. Yours sincerely, . . ."

If your contribution is an original poem, story, or essay which has already been printed in a school publication or which has won an award, you can mention that fact — briefly! You might also add your age, your grade, and the name of your school.

No matter how short your joke or anecdote may be, it's a good idea to type it on a separate sheet of paper and to write your note on another sheet. This saves the editor the trouble of splitting your letter in half, if he wants to file the note and the contribution itself separately.

If your contribution is being submitted for a specific column, it should be addressed to that column — preferably to the editor or writer of the column: "Mr. Sidney Grubb, 'Quips and Quotes,' *The Daily Express*. . . ." But you may not be sure where your item can be used. Then send it to The Editor. Most magazines have departments which read all literary contributions. Unless you are submitting jokes to the Jokes Editor, etc., address contributions to The Manuscript Editor.

It's dangerous to be "taken in" by slanted sentences — either favorable or unfavorable. Why? Let's examine a cigarette ad which has been used frequently in newspapers and on the radio.

The ad quotes a well-known news commentator: "NOW! Medical Science offers PROOF POSITIVE! No other leading cigarette is safer to smoke! No other gives you less nicotine, less throat irritants than the new, smoother, better-tasting Raleigh."

If you haven't learned to think straight, you might read this ad and get your Dad to buy Raleighs at once. But wait — let's examine the ad closely.

Who is Medical Science? What is PROOF POSITIVE? What other leading cigarettes is it talking about?

The ad says nothing that is actually untrue. It doesn't say that Raleighs are better than other cigarettes. It says that they are no worse than others, that Raleighs won't harm you any more than others.

But it builds up the impression that Raleighs are better than others. How? By using two negatives ("no other" and "gives less") and by tossing in such strong, positive words as "proof," "medical science," and "safer."

Ads like this count on your not thinking straight. Don't let them put it over on you!



HOW'S THAT AGAIN?

By SLIM SYNTAX

What's the difference between hair brush and hairbrush?

A. L. M., Abilene, Texas

All the difference in the world. A hairbrush is a brush for your hair. It is generally made of bristles. A hair brush is a brush made of hair. It may or it may not be suitable for brushing your hair.

Many words have different shades of meaning, depending on how they are used. When using the dictionary, be sure to check all the meanings of the word.

My teacher marked the following sentence incorrect: "I decided to do it extemporaneously." I meant "on the spur of the moment." I can't see what's wrong with it. The dictionary gives this definition for extemporaneously.

V. R., Milwaukee, Wis.

Teacher is right. The dictionary is right. And you are wrong! Extemporaneously does mean "on the spur of the moment" — but in a very special and limited sense. Its use in common speech is confined to speaking in public — without notes, or without preparation; hence, on the spur of the moment.

The next time you look up a word in the dictionary, see what it means in the sentence where you found it. Then you'll really have something for your trouble — instead of a word that explodes in your face the first time you try to use it.

Should you say: "They are both alike."

L. S., Peoria, Illinois

You should not. Just say, "They are alike." One person couldn't be alike, could he? Inserting both in this sentence is redundancy, a very impressive word, which means using more words than you need.

Is it correct to say doubtlessly?

S. R., Long Beach, Cal.

Nothing doing on this one! Doubtless is the correct form. I don't know how the ly got tacked on to the doubtless. Probably for the same reason that some people mistakenly say irregardless, when they mean regardless.

Doubtless and regardless are the only correct forms. Cast a fishy eye in the direction of any variations on these words.



MISTER CHAIRMAN

If you were in charge of "the chair and the gavel" during a meeting, would you know what to do in these situations?

1. In opening the meeting, your first statement is: "_____."

2. If you're smart, your next move will be to _____.

3. When a motion is made from the floor, you — as chairman — must have it _____; then you restate the motion and ask: "_____?"

4. To take a vote by *acclamation*, you first ask: "_____?" and your next question is: "_____?"

5. If the voting has a personal angle to it, you'd be wise to _____.

6. If you're a good chairman, you'll save a few minutes toward the end of

the meeting to _____.
Following this, you declare: "_____."

KEEP YOUR OUTLINE IN LINE!

Can you line up an outline from the raw material below? The subject of your theme is: *Radio Listeners Want Good Commercials*. There are three main ideas in these rough notes, and the rest of the notes will form sub-headings. Commercials too long . . . should be shorter . . . interrupt programs . . . benefits of good commercials . . . more attentive audience . . . what's wrong with commercials? . . . discuss unpleasant ailments . . . must be in good taste . . . could give helpful information . . . used only at beginning and end of programs . . . exaggerated claims . . . all claims must be proved . . . how to correct situation. . . .



STEVE SWOPE is a bright young man who was hired recently as a messenger in the offices of a large department store. Steve has decided he likes department store work, so he's learning more about it by asking questions. Here he is "at work" in the advertising department:

STEVE: Miss Clayton, Mr. Wilkes would like to see you as soon as you have a free moment. He said it was about the ad you wrote yesterday.

MISS C: Okay. I hope it doesn't have to be revised again. I'm working against two *closing dates* now.

STEVE: *Closing date*? Is that the same as a deadline?

MISS C: Yes, Steve. A *closing date* is to advertising people what a deadline is to newspapermen. For instance, tomorrow is the last day I can send this *layout* to the *Evening News*.

STEVE: What's a *layout*?

MISS C: A *layout* is — well, almost a blueprint of the ad. It shows where the headlines, illustrations, and *copy* will be placed.

STEVE: The *copy* is the written part of the ad, isn't it?

MISS C: Right. That's why Miss Grimes and I are called *copywriters*. We write the *copy* which describes the merchandise shown in the ad. After we've completed the *copy* and the art department has sketched the illustrations, the finished *layout* is sent to the publication in which the ad will appear.

STEVE: Does the art department make all the *layouts*, Miss Clayton?

MISS C: Yes, but it's really a cooperative job. The artist who's making the *layout* usually discusses it first with the *copywriter*. We do it that way because the *copywriter* may want to use a particular *angle* in his *copy*. It may require a special *layout*.

STEVE: Well, but what do you mean by an — *angle* —

MISS C: I'll bet you thought you were through with angles when you finished your geometry courses! In advertising *angle* is a slang term that describes the approach you use in your ad. There are many different ways of advertising each item. For instance, this ad is for women's blouses. In my *copy* I'm stressing the fact that these blouses are 100 per cent wool and, therefore, are very warm. I used that *angle* because winter is almost here. But I could also have appealed to the reader's thriftiness by stressing the low price. Or I could have put the emphasis on the fact that these are well-designed blouses in the latest fashion. I can use whatever *angle* I consider the best selling-point, or I can use several *angles*.

STEVE: What's a *medium*?

MISS C: A *medium* is — well, almost a blueprint of the ad. It shows where the headlines, illustrations, and *copy* will be placed.

STEVE: The *copy* is the written part of the ad, isn't it?

PAIRING OFF

The blanks in each set of sentences can be filled in with homonyms — words that *sound* alike, but are spelled differently and have different meanings. Sentence 1. (a) can be completed with *aloud*, while *allowed* fits into sentence (b). Can you fill in the others?

1. (a) Buddy mumbled the answer to himself, then said it _____.
- (b) Jean said she wasn't _____ to go swimming in the winter.
2. (a) It will take me a year of letter writing to catch up on my _____.
- (b) Hank and Phil have never met, but they know each other well because they're steady _____.
3. (a) I certainly wouldn't call it an excellent movie — it was only _____.
- (b) Could you tell me what the _____ is from Cleveland to St. Louis?
4. (a) At yesterday's assembly the _____ made a speech.
- (b) I disagree with your statement, as a matter of _____.
5. (a) Ethel was given the _____ leading lady.
- (b) Miss Benson always calls the _____ at the end of the period.

(Answers are in Teachers Edition)

Of course, my ideas are always subject to Mr. Wilkes' approval.

STEVE: Mr. Wilkes is the Advertising Manager, isn't he? What does he do besides okay the store's ads?

MISS C: Plenty! He plans the store's advertising campaign. He's the one who decides what we should advertise, and what ads we should use for *reprints* and *blow-ups*.

STEVE: What are they?

MISS C: Reproductions of ads we've run in newspapers or magazines. *Reprints* are often mailed to the store's customers in case they missed seeing the ads in the papers. And *blow-ups* are enlarged reproductions of the ad and are printed on cardboard. We use *blow-ups* in the store windows and elevators — or as counter cards in the department where the advertised article is being sold. But I almost forgot to tell you about one of Mr. Wilkes' most important jobs — deciding what *media* the store will use for its ads.

STEVE: *Media*?

MISS C: Yes, *media*. *Stores* — and other businesses — can advertise in many different ways. They can buy space in newspapers and magazines. Mr. Wilkes decides just how much money will be spent for space in each paper and magazine we use. There's also radio advertising — and roadside billboards. Each of these is called an advertising *medium*. So, when you put them all together, you get *media*, the plural of the word.



French Press and Info. Service

GEORGES BIDAULT

Motion Picture Assn.

ERIC A. JOHNSTON

Acme

RICHARD C. PATTERSON, Jr.**Leader of France**

Georges Bidault is only 46, but he is one of the important figures in world politics. At this critical stage in French history, he holds the three most important jobs in France at the same time. He is France's President, Prime Minister, and Foreign Minister. In each of these jobs he could use the wisdom and experience of a Clemenceau.

As President, Bidault guides a country now working out a new constitution. As Prime Minister, he leads France's newest and largest political party, the Popular Republican party. As Foreign Minister, he is the junior partner of the Big Four Foreign Ministers, who hold the future of Europe in their hands.

All this for a short, soft-spoken man who, seven years ago, was a high school history teacher! He was also an editor of *L'Aube*, a Catholic daily newspaper, from 1932 to 1939, and became an authority on foreign affairs. But he shunned party politics, which is so much a part of the lives of many Frenchmen.

Captured by the Germans in 1940, he escaped and returned to Paris the next year. From the day of his return, the

former school teacher became Monsieur X, the daring organizer of the French underground press. The following year, behind the disguise of a beard, spectacles and umbrella, he became the leader of France's underground movement. Elected President by the Constituent Assembly last June, Georges Bidault has now emerged as one of the leaders of postwar western Europe.

France's President was born in Normandy. His mother died when he was two years old. At 10, he was packed off to a Jesuit School in northern Italy, where he preferred reading history and the classics to taking part in sports. A bachelor until 1945, Bidault used to consider women mere "consumers of time." That was until he met Suzanne Borel, the brilliant underground leader, who became his wife.

Envoy in Belgrade

Although he loves to hunt, there will probably be little shooting on the program this fall for Richard C. Patterson, Jr., our Ambassador to Yugoslavia. In the past, our stocky, jut-jawed, grey-haired Ambassador went hunting with Marshal Tito, Premier of Yugoslavia. Now, Patterson is putting the pressure on his old hunting companion to pay for two U. S. Army airplanes shot down over Yugoslavia.

Patterson was born in Omaha, Nebraska, 60 years ago. He came to Columbia University's School of Mines to earn his mining engineer's degree. He has been traveling almost constantly ever since. He fought in Mexico with General Pershing as a cavalry private in 1916. After World War I, he was on hand at the Versailles Peace Conference, as administrative officer to the American delegation. After that, he

spent five years in China, then returned to New York City to become head of the city's prison system.

Patterson was appointed Ambassador to Yugoslavia in November, 1944, when the Yugoslav government was still in exile in London. It is his first diplomatic post, which he accepted while a director of RKO

Pictures. In days of slightly less strained U. S.-Yugoslav relations, Patterson once presented Tito with a gift of a suitably engraved American tommy gun.

Czar of the Movies

Eric A. Johnston, president of the Motion Picture Association, believes he can get more done by saying fifty words to a man than by writing five hundred words for the newspapers.

Four times president of the United States Chamber of Commerce, Johnston is now "czar" of the motion picture industry, enforcing and directing policy.

Slim, gray-eyed and nearing 51, Eric Johnston has had the type of career which his associates, the Hollywood movie producers, like to film — the story of the poor boy who made good. Johnston grew up in Spokane, Washington. To help support his family while he was in high school, he was school correspondent for a local newspaper. He left college in his senior year to enlist in the Marine Corps, where he served as an officer. After the war, he went to work as a door-to-door vacuum cleaner salesman. Eighteen months later, he invested his savings to buy out the largest electrical concern in Spokane.

He now controls a number of companies. At the height of postwar labor-management difficulties he instituted a profit-sharing plan with his employees.

Johnston's faith in personal contact brought him to the White House for a chat with President Roosevelt in 1942. This was soon after his election as Chamber of Commerce president. His visit led to a formal declaration of industry-labor cooperation to speed the war effort. Sponsored by the State Department, Johnston toured Latin America in 1943, and the next year went on an eight-week tour of Russia.

THE MARCH OF

Peace Conference Results

What Happened: "Oh, East is East and West is West, and never the twain shall meet." Rudyard Kipling died many years before the Paris Peace Conference. But these words of his seemed strangely applicable to the Conference. In its closing sessions, there was a sharp split between the Eastern and Western blocs. On every disputed issue, all the delegates voted straight down this East vs. West line of division. Although each of the 21 delegations deplored this division in its speeches, each supported it by votes.

No less than 39 ballots were taken on the Italian draft treaty. Each ballot involved some clause in the treaty. At the end, the treaty was approved by a vote of 15 to 6. The 15 votes of the Western group were lined up against the 6 of the Slav group. Both sides maintained their points of view. They hoped that some agreement will be reached when the Big Four Council of Foreign Ministers meets in New York in November. It will then draw up the final treaty texts based on the recommendations of the Paris Peace Conference. The dispute was chiefly over (a) the Italo-Yugoslav frontier, (b) the statute defining Trieste's administration.

By the same vote of 15 to 6, the Conference also approved the draft of the Romanian peace treaty. Included in it was the American-proposed clause providing for free navigation on the Danube and equal commercial opportunities in Romania for all the United Nations. The Western bloc maintained that it should have as much right as Russia to trade with Romania. This provision was strongly denounced by Soviet Foreign Minister Vyacheslav M. Molotov, who formally recorded Russia's opposition. He was backed by the rest of the Slav bloc.

What's Behind It: The Paris Peace Conference was only the "dress rehearsal." The "big show" will be the meeting of the Big Four Council of Foreign Ministers in New York next month. They are the ones who will draft the final treaties with Italy, Bulgaria, Romania, Hungary and Finland. The test of their statesmanship will be whether they can rise above regional and ideological differences in the interests of a lasting peace and world unity.



PIERS ASSOCIATES

BERNARD BARUCH. U. S. delegate to U.N. Atomic Commission, accepted annual award given by Freedom House for service in cause of peace. Mrs. Roosevelt presented plaque. At left is Treasury Sec'y Snyder. In address, Mr. Baruch stated that U. S. still stood firm on proposal to destroy its A-bombs only when international control plan worked effectively.

Constitution for Japan

What Happened: God-Emperor Hirohito is still Emperor of Japan, but he is no longer "God." He was officially stripped of his divinity when the Diet (Parliament) approved the new Japanese Constitution.

This streamlined charter declares, "We do proclaim that sovereignty rests in the people." It reduces the Emperor to the status of a "national symbol," virtually without authority. It guarantees all the freedoms of democracy and, for the first time in the history of any country, renounces "forever" the maintenance of any armed forces.

The new Constitution will become the law of the land six months after it is proclaimed by Hirohito on Nov. 7.

What's Behind It: Japan has been — at least on paper — transformed from a feudal monarchy into an advanced democracy. It is one of the rare instances in history where military defeat actually benefitted the defeated. Future generations of Japanese will doubtless be grateful to the American "conquerors" for having liberated their country from its worst enemies — the military clique. Japan may soon take its place among the peaceful, democratic nations.

Revolt Flares In Portugal

What Happened: The shortest "revolt" on record took place in Portugal. It lasted a few hours and involved, according to government sources, less than a hundred "rebels."

Here is the story as told in a Portuguese government communique. The uprising began when a group of non-commissioned officers entered a cavalry barracks near the city of Oporto, "dragged out seventy soldiers," and marched them southward. Subsequently, the group was stopped by other soldiers and it surrendered without fighting. That is all there is to the official version which ended, "There is complete calm throughout Portugal."

What's Behind It: How truly "calm" Portugal is, may be debatable. Since 1933, this country (with a population of eight million and an area about the size of the state of Maine) has been ruled by Antonio de Oliveira Salazar. Nominally the Premier, he is virtually dictator of Portugal. He has organized a black-shirted, fascist-saluting "Portuguese Legion." His government, based on the so-called *Estado Novo* ("New State") constitution, is a corporate, semi-fascist regime.

EVENTS

ASSEMBLY UNDERTAKES SURVEY 8 SENATORS FAVOR

Like all totalitarian "leaders," Salazar is opposed to "Western democracy." During the Civil War in Spain, he openly sided with Franco. In the last "elections" in Portugal, on November 18, 1945, there was no opposition ticket. Only 943,724 people registered, and of these only 68 per cent voted — all for Salazar's National Union Party.

Swedish Loan to Russia

What Happened: It's news of the man-bites-dog type. Little Sweden (population 6,000,000) has loaned to Big Russia (population 200,000,000) a billion Swedish kronor. This is \$300,000,000 in U. S. money. The amount is to be repaid by Russia in 15 years at an interest rate of three per cent. With this borrowed money, the Russians are to buy Swedish goods for the reconstruction of Russia's economy. All this is part of the Russian-Swedish trade treaty, which was signed this month. The treaty also provides for an exchange of goods between the two countries, at a nominal value of 100,000,000 kronor for each party yearly.

What's Behind It: Last August 29, the United States protested to Moscow and Stockholm against the proposed Swedish loan to Russia. Both Sweden and Russia rejected the American protest. They replied, in effect, that this was no concern of ours.



Werner in Chicago Sun
OPA officials said that profiteers, out to break OPA, were holding back needed meat.

Meat Back on the Table

What Happened: President Truman lifted all OPA price controls from livestock and meat in an effort to ease the shortage that had been keeping meat from the nation's dinner tables. Meat had been controlled by price ceilings reimposed on August 20.

Meat packers did not think that raising OPA ceiling prices would remedy the shortages. They asked that the ceilings on meat prices be removed altogether. Their OPA Beef Industry Advisory Committee had filed a petition with Secretary of Agriculture Clinton P. Anderson for decontrol of meat prices. The Committee claimed that there was no shortage of cattle. Therefore, under revised OPA regulations, the Government had no right to keep meat under ceiling prices. The new OPA law, signed July 20, gives Secretary Anderson the right to over-rule OPA Administrator Paul Porter on ceiling prices on food.

During the shortage there had been charges of an organized "strike" on the part of cattle raisers and meat packers. After a two-week investigation, the Department of Justice reported that it could find no evidence of such a conspiracy. The Department said that live-stock men were holding meat back for "sound economic reasons."

Cartoons on Meat Shortage

There were plenty of cows, but no meat. Even during war, we had meat. Where was it now?
Burck in Buffalo Courier Express



There had also been charges that meat was going into the black market or reaching consumers through irregular distribution channels. Texas meat packers had accused OPA of winking at illegitimate packers who were willing to buy meat from black market cattle raisers.

What's Behind It: In the month preceding election, President Truman and his Administration had been facing criticism and discontent because of the meat shortage. "No meat, no vote" was a slogan heard throughout the nation.

Meat had been plentiful during the three-week "price holiday" in July, before OPA had been renewed by Congress. But prices soared. Those advocating the removal of price ceilings contended that the price of meat would taper off after a short time. Others believed that the Government ought to extend its control even further, and seize meat at its source — on the western cattle ranges.

Surplus Property Sales

What Happened: A firm was hired by the War Assets Administration (WAA) to sell some of the Government's radio and electronics equipment, left over from the war. The firm sold the surplus goods for \$14. But it charged the WAA several thousand dollars for selling expenses and storage.

This was part of the evidence turned up by a special House Committee investigating surplus property disposal. In response to the committee's criticisms, the WAA's electronics division has overhauled its disposal system. The old method had been to have private agents sell the goods and then pay them



Talburt in Cleveland Press
Opponents said that OPA was bungling the job, giving us baloney excuses instead of meat.



Press Assoc.

FROM SCRANTON TO BROADWAY. 16-year-old Ann Crowley stepped into the lead role of Laurey in "Oklahoma," popular Broadway musical, for two performances. She has been in New York City for two years, a senior at Julia Richman H. S., while studying music on a scholarship given by the American Legion of Scranton, Pa., where her father is a mine foreman.

a 10 per cent commission, plus expenses. New contracts will give sales firms a fixed fee amounting to about 30 per cent of what the goods are sold for — but no allowance for sales costs. This will "put a premium on sales rather than on storage costs," said George H. Moriarty, director, electronics division.

At the same time, Mr. Moriarty announced that thirty-two of the old contracts had been cancelled, and that the number of key employees in the Washington office had been cut from 89 to 57. He admitted that even with these "reforms," the returns which Uncle Sam will get from \$1,200,000,000 worth of electronics equipment will be "very small although not quite a flat nothing."

What's Behind It: When the war ended, Uncle Sam was left with surplus property that had cost about \$33,000,000,000. The present committee is the eighteenth Congressional group to investigate the way its disposal is being handled. All have come up with bad news — due partly to inefficient administration by the disposal agencies, partly to conflicts in the Surplus Property Act which Congress itself enacted in 1944.

Disabled Vets Need Jobs

What Happened: While David E. Singer was fighting in Europe with the 701st Tank Battalion, he thought of a way to help disabled veterans when he got back home to New York City. Mr.

Singer, who was in the woolen business, had visions of a project to provide jobs in the textile trades for physically handicapped veterans. When he told the Textile Chapter of the American Veterans Committee of his plan, he got enthusiastic support. Members of the textile industry came through with financial help. New York City's Board of Education provided a building for a nominal fee of one dollar a year. Mr. Singer's dream became a reality with the birth of Vetcraft Foundation, Inc.

A \$50,000 non-profit corporation, the foundation will employ about twenty-five disabled veterans. They will learn to weave textile products, and will receive a dollar an hour for a thirty-five-hour week. Profits from sales will be divided among them. Mr. Singer predicted that the veterans will make at least \$200 a month.

What's Behind It: More than a quarter of a million of the war disabled have not been able to find jobs. Yet the Bureau of Labor Statistics has found that disabled workers actually produce 3.6 per cent more than unimpaired workers on the same job. To overcome his physical handicap, all that the disabled veteran needs is training and an opportunity to show what he can do.

Draft Halt Called for '46

What Happened: Draft calls for the rest of the year were suspended when voluntary enlistments neared the total of one million. September enlistments were 62,000 instead of an expected 30,000.

What's Behind It: The present strength of the Army is 1,815,000. By next July 1, the Army plans to be down to an effective strength of 1,070,000. If voluntary enlistments continue at their present rate, and if Congress agrees to the Army plan for universal military training, it is probable that the draft extension act will not be renewed when it expires next March 31.

"HERE AND THERE"

Cheered by Co-eds and Backed by Beauty. Skidmore College (for women) has fielded its first football team this year, and the squad is being cheered to victory by a thousand feminine undergraduates. The catch (as you might have suspected) is that the team is manned by 21 of the 46 veterans admitted to Skidmore.

Hizzoner in Fur Robes. More than 500 years ago, Dick Whittington, the poor London boy who sold his cat for a fortune, was Lord Mayor of London

three times. Last month, the Aldermen of the City of London named this year's Lord Mayor, with much of the ceremony which existed in Dick Whittington's day. The Guildhall was strewn with herbs to keep away "the plague," and the Aldermen donned fur robes and gold chains.

Sailing, Sailing, Over the East River. Students of New York City's Metropolitan Vocational High School will soon be off to classes singing their own versions of "Bell Bottom Trousers." The City has just acquired a 10,000-ton Liberty ship from the Government. It will use it to train vocational students

in deck and engine-room techniques.

Oh, for a "Shave and a Haircut, Two Bits!" Even the smoothest jive artists at Purdue University, Indiana, are longhairs these days. Students are on strike against a recent boost in haircut prices. They refuse to enter local barber shops for a trimming until prices get clipped.





*"You're done for and you know it.
This is a young man's country now."*

WATER HOG

By Raymond Boyle

WELL, if that don't take the rag off the bush!"

Big Tim Rourke's jaw dropped. He took a step towards the water box, then stabbed his shovel viciously into the turf, where it quivered like an aspen.

The third time this week . . . no water. Rourke grasped the handle of the shovel and leaned his chin on it. That would be old man Haley's doings again—him and his cussed orchard. Treats them scrubby apple trees like babies. Looky there—less than a quarter inch of water in the box. But then, like Haley always says, an orchard needs a lot of water—other people's water.

Rourke squatted in the weeds by the moss-covered sluice and gauged the thin trickle with his thumb. Not enough there to damp a bed of petunias, he thought savagely, let alone irrigate forty-odd acres of pasture. How in heaven's name did that old coot expect him to run a couple dozen head of stock on dry pasture? Might as well try to top beets with a baseball bat.

Lifting a scarcely damp ribbon of moss from the ditch, Rourke found a rainbow fingerling flopping on the

stones, where it had been deposited, contrary to water rules, which set up a system of meshes to catch little fellows like that. "You know you're not supposed to be here," Rourke scolded in mock seriousness, "but here you are. You know," he continued, wetting his hands to put the trout back into the water, "we're just about in the same boat—an' the boat's high an' dry. I tell you, a man's lost in sagebrush country without water . . . an' I guess that goes for fish, too."

Slowly the husky Irishman got to his feet. At thirty-three he had not entirely put aside hope, nor had he lost all determination. True, he was not the same buoyant young man who had breezed into the West a few years back, expecting electric toasters, washing machines, and vacuum cleaners to crowd out "el-

bow grease." He had also expected snow-capped mountains, seventeen-pound trout, king-size canyons, purple-and-gold sunsets, and a \$2.50-a-night tourist cabin hard by each of Nature's extravaganzas. In these he was little disappoin.ed.

But now an ironic smile twisted Rourke's lips. Yes, that was certainly a cozy dream—a "little gray home in the West." His home had turned out to be an unpainted ramshackle cottage, partly constructed of packing cases, and likely to blow away in the first good windstorm. No great loss, he comforted himself. He secretly envied the cows their barn.

"Hey, Tim!"

A boyish voice jerked Rourke out of his reverie. Across the yellowing pasture, shovel in hand, strode a rubber-booted man. Approaching nearer, he raised the shovel and shook it threateningly.

"What do you mean by swiping all the *aqua pura*, you old water hog?"

Rourke allowed himself a fleeting grin. "W-e-l-l," he retorted, "you see that piece of ground over yonder? I'm raisin' sponges on it and consarn'd if they

ain't drinkin' up the water faster'n I kin git it to 'em!"

Jack Ingersoll-Rourke always called him professor—guffawed. He was a college man now practicing his ag training. Two years ago, when he came, he had made statements as to the size of beets and onions he expected to grow, and was laughed at; but the sneers changed to admiration when he put his new-fangled ideas to work. Even Rourke was sitting at his feet learning a thing or two about classroom procedures.

When he glanced at the water box, Jack's grin evaporated like gasoline on an August day. "I thought maybe you had the water," he murmured apologetically. "It's your turn. I was just wanting a little for the cow, but . . ."

"Yeah, old man Haley." Rourke spat the name out as if it were poison. "Pig-headed fool, that's what he is."

"Oh, don't be too hard on him, Tim. He was here a long time before us."

"Doesn't matter how long he's been here," shot back Rourke. "We don't owe him no livin'."

"I guess no one needs to owe him a living—whatever else he does, that old boy is always out there working."

"Professor, you said a mouthful." Rourke stretched out a long arm. "See him—there, between them rows. He's got a sledge. Yesterday he mowed orchard grass under the trees, and now he's puttin' it on the sledge. Gonna haul it up to his shed and feed it to his cow and horses."

"If that doesn't take the cake!" Jack slapped his shovel on the ditch bank and burst out laughing. "What," he gasped, "what's that old codger want with fifty tons of orchard grass! Ha-ha—fifty tons for a cow and two horses! Maybe he'll stuff a mattress with it too!"

"Oh, I doubt if he gets fifty ton. It'll probably run sommers 'round a ton to the acre. Mostly quackgrass, with a little clover." Rourke smiled at the thought of feeding stock on quackgrass—even quackgrass with clover.

"Say," interposed the Professor soberly, "if I don't get a little water down at my ranch I'll have to start 'Betsy on beer."

"I'll tell you what you do," said Rourke, glancing about and lowering his voice confidentially. "You look up one of them Blackfoot rainmakers—oh, they's nothin' like one of them Injuns for conjurin' up rain."

"For some reason, that doesn't appeal to me. I think the ditch rider will be able to exercise more influ—"

"Ditch rider!" Rourke exploded, yanking his shovel from the turf. "All that man ever exercises is his mouth. No, sir, he won't do a dern thing . . . 'It'd hurt the old man's feelings,' he sez."

ABOUT THE AUTHOR

This story was submitted in the annual *Scholastic* Awards for 1946 and won a fourth prize. The author, Raymond Boyle, was then a senior in the Vancouver (Washington) High School. He is 20 years old, a pupil of Helen Barber. Unfortunately, that is all we know about him, except that we suspect he was a veteran who took advantage of the GI Bill of Rights to finish high school.

The story is regional, laid in Idaho, and Western irrigation farmers will all recognize the problems of the characters. The men are all very well drawn. They speak naturally, and the plot is clear-cut. Raymond has the makings of a writer.

been hoggin' it just about long enough. I aim to have it!"

The old man didn't say anything; he looked from Jack to Rourke and then around at his orchard. His gnarled fingers tightened about the pitchfork handle; the worm-like veins of his wrists stood out sharply on his bony arms. Only the swish of the horses' well-brushed tails, like two metronomes, broke the silence.

Haley swallowed nervously, slid his hands up and down the fork handle, and inspected his soft leather "clodhopper" shoes. When he jerked his head defiantly erect, it was to pour out the grievances welling within his heart. Eyes blazing, he shouted at the oppressive stillness, "So yuh want water do yuh? By gosh there was a time I wanted water too and did anyone give it to me? Not on yer life. You young fellers think yuh kin come in here an' run us ole-timers out."

He spat a brown stream of quid juice onto the damp earth. "Well, yuh got another think acomin'!"

"You old fool," stormed Rourke hoarsely, shaking his fist under the man's nose. "You're done fer an' you know it. This is a young man's country now. Jist because you been squattin' here fer the last two hunnert year don't mean you own the whole section."

"Lissen, yuh little jaybird," shouted the old fellow, "I opened this kentry afore yuh wuz born. Why, I planted these here trees with my own two hands—watered 'em an' pruned 'em—worked an' slaved. I'm gonna have feed fer my animals, too, by gosh. They he'ped me, an' I'm takin' care uh them. Me and my horses opened up this kentry. An' now yuh'd run me out. Well, we'll see who does the runnin'!"

"If you was my age, Haley, I'd flatten you in that furrow," rejoined the purple-faced Rourke. "Come on, Professor, we'll open that dam of his."

Rourke deliberately turned his back to the old man, and Jack, only too willing to get away from what he considered a distasteful scene, followed readily. Rourke felt the old man's eyes burning through his back; he knew his life wouldn't have been worth a red cent if it had been the West of forty years ago. Steadily he strode up the orchard lane with Jack at his heels. Old Haley, dazed and trembling, with tears in his eyes and hate in his heart, stared stonily after the retreating figures, not comprehending, nor caring, in an epitome of defeat.

And thus he stood when Rourke and Jack had finished undamming the coulee. He never moved as long as he was in their sight.

(Concluded on page 30)



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SEEING HISTORY THROUGH AMERICAN ACHIEVEMENTS AIR CONDITIONING



NEIGHBORS WERE ALWAYS COMPLAINING TO BENJAMIN FRANKLIN STURTEVANT...

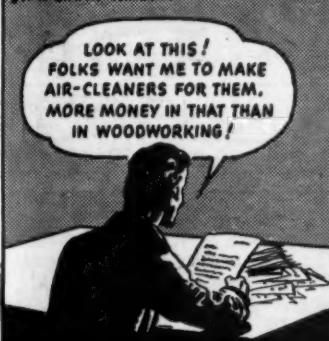


HMMMM...



MAYBE THEY'RE RIGHT.
THIS SUCTION FAN
OUGHT TO GET THE
DUST AND DIRT
OUT...

IN A SHORT TIME...



LOOK AT THIS!
FOLKS WANT ME TO MAKE
AIR-CLEANERS FOR THEM.
MORE MONEY IN THAT THAN
IN WOODWORKING!

THEN... IN 1903...



WE PRINT COMIC PAGES,
MR. CARRIER, AND WE FIGURED
YOU COULD TELL US HOW TO PREVENT
OUR INK FROM SMEARING...

I'LL TRY...



IT'S TOO
HUMID.
THESE COILS
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PASSING THE
AIR OVER IT,
THE AIR DRIES.
EXCESS MOISTURE
HAS BEEN
STRETCHING OR
SHRINKING YOUR
PAPER. WON'T
NOW.

...LET YOU DO ANYTHING,
BUT WHY COOL THE
AIR, WILLIS...

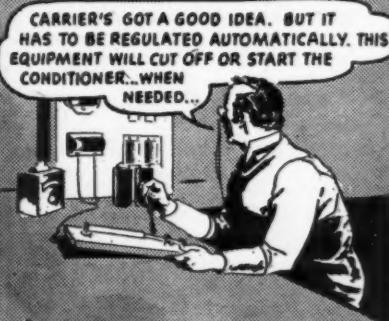
A YEAR LATER...



1 HUMIDIFIERS STRETCHED MOISTURE

I MUST CONGRATULATE YOU.
YOUR AIR CONDITIONING IS KEEPING
OUR COTTON AND WORKERS IN GOOD SHAPE...

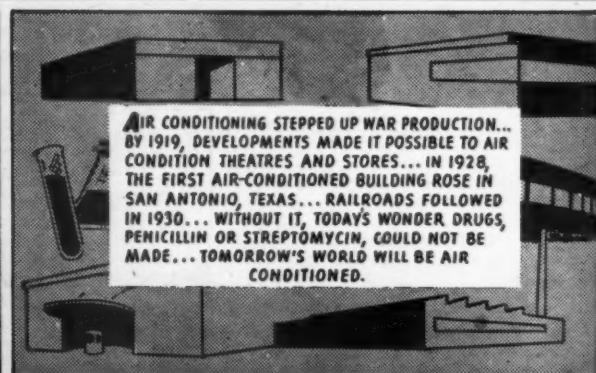
THE SAME TIME... WILLIAM R. SWEATT OF
MINNEAPOLIS...



CARRIER'S GOT A GOOD IDEA. BUT IT
HAS TO BE REGULATED AUTOMATICALLY. THIS
EQUIPMENT WILL CUT OFF OR START THE
CONDITIONER... WHEN
NEEDED...



THIS AIR CONDITIONING WILL
DO IT. NOW WE CAN MAKE PHOTO
FILM BASE YEAR ROUND.
PRICES WILL COME DOWN
SO EVERYBODY CAN
AFFORD TO SNAP
PICTURES

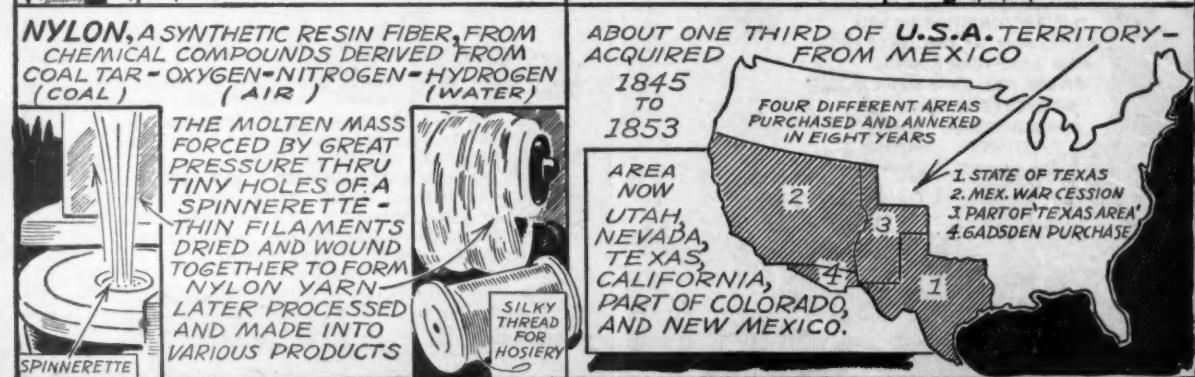
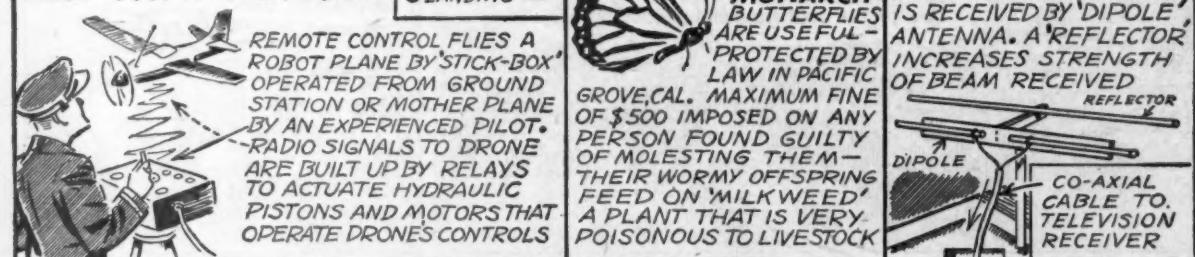
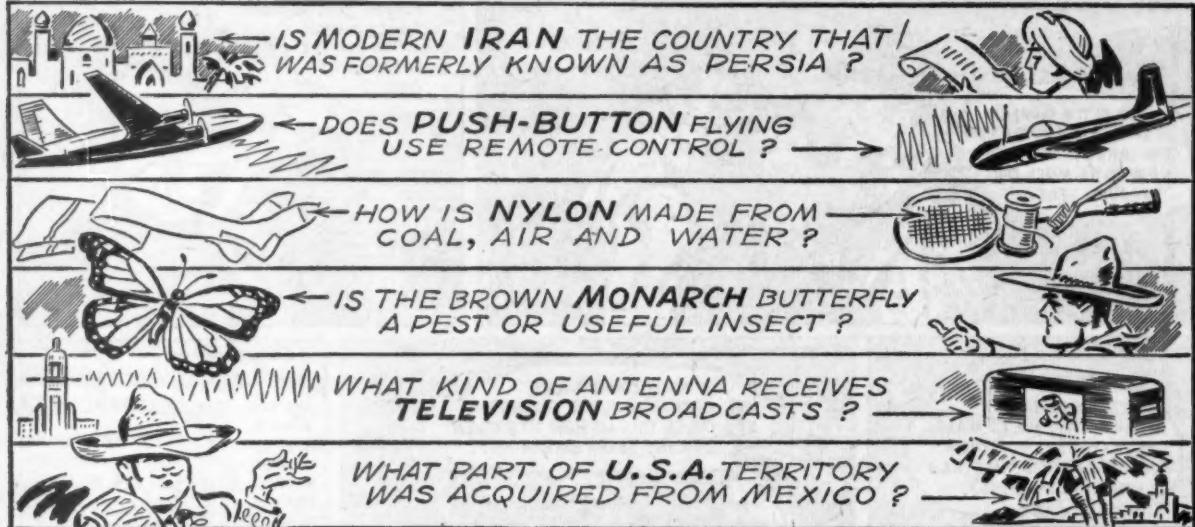


AIR CONDITIONING STEPPED UP WAR PRODUCTION...
BY 1919, DEVELOPMENTS MADE IT POSSIBLE TO AIR
CONDITION THEATRES AND STORES... IN 1928,
THE FIRST AIR-CONDITIONED BUILDING ROSE IN
SAN ANTONIO, TEXAS... RAILROADS FOLLOWED
IN 1930... WITHOUT IT, TODAY'S WONDER DRUGS,
PENICILLIN OR STREPTOMYCIN, COULD NOT BE
MADE... TOMORROW'S WORLD WILL BE AIR
CONDITIONED.

Keen Questions

WITH EXPLAINED ANSWERS

BY CHARLES BAYNE



TEEN- AGERS! Win \$1250.00 IN PRIZES

HERE'S WHAT YOU CAN WIN IN ROYAL CROWN COLA'S CONTEST

1ST PRIZE . . . \$200 in U.S. Savings Bonds
2ND PRIZE . . . \$100 in U.S. Savings Bonds
3RD PRIZE . . . \$50 in U.S. Savings Bonds
NEXT 10 PRIZES . . . \$5 in Records
NEXT 80 PRIZES . . . \$2.50 in Records

HERE'S WHAT YOUR TEEN-AGE CLUB CAN WIN

1ST PRIZE . . . Wurlitzer R 1015 Phonograph
(push button, fluorescent lighted 24-record capacity)
2ND PRIZE . . . R.C. (Kalmulator) Electric Cooler
3RD PRIZE . . . Royal Crown Cola Ice Cooler
NEXT 10 PRIZES . . . \$5. in Records
NEXT 80 PRIZES . . . \$2.50 in Records



IT'S EASY!

All you have to do is write
a 100-word letter on the
subject: "THE MOST INTERESTING
ACTIVITY OF OUR TEEN-AGE CLUB
OR YOUTH CENTER!"

You win a prize and your club wins a prize in this unusual contest! For example: If you win first prize of \$200 in U.S. Savings Bonds, your club wins the big Wurlitzer phonograph (juke-box). The other prizes are awarded on the same basis.

186 prizes in all! Easy to win, too. Here's all you do:
Just write a letter (100 words or less) on the subject: "The most interesting activity of our teen-age club or youth center." Nothing fancy, or difficult—just like writing to a pal.

Letters will be judged on their neatness, clearness and sincerity. The decision of the judges will be final. All letters become property of Royal Crown Cola and can not be returned. Follow the simple rules and mail your letter to address in box below on or before November 30, 1946.



A BIG FREE BOOK FOR EACH CONTESTANT!

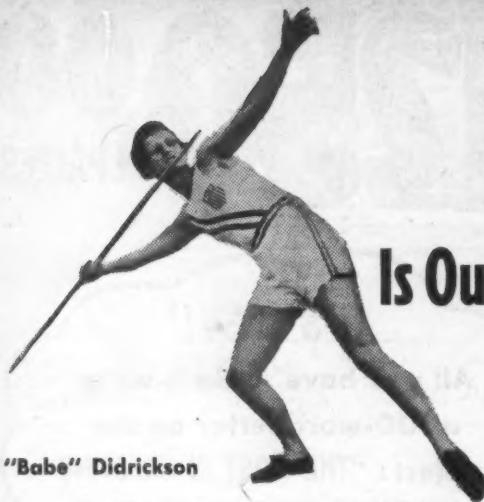
"Teen Talk Tips," a colorful new booklet, gives practical hints on entertainments, dances and interest groups for your club. It's packed with ideas! Royal Crown Cola is proud and glad to send it to you FREE!



MAIL YOUR LETTER WITH THIS COUPON

- 1 Print your name and address plainly at top of paper.
- 2 State your age.
- 3 List name of your teen-age club or youth center.
- 4 Mail your entry on or before Nov. 30, 1946, to:

ROYAL CROWN COLA
DEPT. SI, CONTEST
COLUMBUS, GEORGIA



"Babe" Didrickson

Who Is Our No. 1 Athlete?



Ellsworth Vines

WHO would you say is the country's No. 1 all-round athlete? That's a real tough one to answer. The list of great athletes runs longer than Jimmy Durante's nose. And picking just one is about as easy as finding a tub of tar in a blackout.

By "all-round athlete," I mean a fellow who *stars* in several sports—not just plays them. A fellow like **Jim Thorpe**, for instance. Ask Dad about him!

Jim, a full-blooded Indian, dropped out of the headlines about 20 years ago. But he has never been forgotten. He is still considered the greatest athlete of all time.

Look at some of his records. As a football player, he was all-time tops. He could run, pass, kick, tackle and block—not just passably—but better than anyone else. He made every all-America college team in 1911 and '12, then set the professionals on their ears for the next ten years.

In track, Jim was also No. 1. In the 1912 Olympics, he ran away with all the honors. The big Indian then became a professional baseball player. He was signed up by the New York Giants, and played big-league ball for seven years.

Of course athletes like Jim Thorpe come along once in a lifetime. So, let's get back to 1946 and take a look at some of the all-round stars who are still around and kicking.

Glenn Davis, of Army, comes immediately to mind. You all know Glenn as the all-America football flash. But do you know that Glenn is also a terrific baseball player? That a half-dozen big-league clubs would give him at least \$20,000 to sign a contract? And that Davis is so fast, he runs the dashes in track?

Lou Boudreau is another great all-rounder. Everybody knows Lou as a wonderful shortstop and manager (Cleveland Indians). But back at the University of Illinois, Lou was more



Glenn W. Davis

famous as a basketball player. A great dribbler, shooter and play-maker, Lou made every all-America basketball team.

Herman Wedemeyer, of St. Mary's College, also rates consideration as Uncle Sam's No. 1 athlete. Besides being all-America in football, he is a crack baseball player, swimmer, boxer and golfer.

Sammy Byrd, one-time outfielder for the New York Yankees, quit baseball to become one of our leading professional golfers.

Ellsworth Vines, the national tennis singles champ in 1931 and '32, also switched to pro golf, and is now one of the nation's best.

Buddy Young also merits mention. The pride of the University of Illinois not only can run 100 yards faster than any man alive, but is a whiz at football. All the experts are picking him for all-America this season.

Bob Fenimore, of Oklahoma A. & M., is another all-America footballer who can match strides with anyone on the cinder paths.

De Witt Coulter, the Army man-

mountain tackle of 1944 and '45, now playing for the pro New York Giants, is also a great shot-putter and a very handy man with his "dukes." He has turned down several offers to become a pro boxer.

Hank Greenberg, the home-run king of the big leagues, might have been another Jim Thorpe if he hadn't decided to stick to baseball.

At James Monroe High School (Bronx, N. Y.), Hank was a five-letter man. He made all-scholastic in baseball, basketball and soccer; and also starred in football and track.

Old-timers still remember his tremendous booting in soccer. But it was as a basketball player that they thought Hank would make history. Hank was a sensational center. He played pro ball for a while and still holds one record—highest pay. In 1934 the Brooklyn Jewels paid him \$20 for each minute of play!

If I had to name the No. 1 all-round athlete today, my choice would be—a woman! I refer to **Mildred "Babe" Didrickson**. There isn't any question that Babe is the greatest female athlete of all time. I also think she can star at more sports than any man today.

In the 1932 Olympics, Babe copped two firsts and a second in track—an all-time record. Then she became a crack billiard player. When she grew tired of billiards, she took up golf—and became the greatest woman golfer in the land. (She still is!)

Babe is also a crack swimmer, baseball player and basketball star. Now, I understand, she is going to take up tennis. If she does, she'll probably be trimming them all in a couple of years, despite the fact that she'll be close to 40.

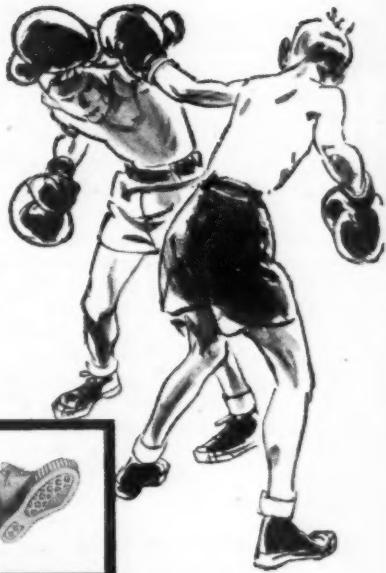
—HERMAN L. MASIN, *Sports Editor*

S E R V I N G Y O U T H R O U G H S C I E N C E



For Fast, Sure Footwork —KEDS!

Your feet get rough work-outs in this game, but it helps foot muscles grow strong if bones and arches have correct balance and freedom in Keds. Keds Scientific Last works with the foot in motion, allows straight-line toe action. Every toe does its job *naturally*.



For starring on the team, you need feet that can take it. Keds Shock-Proof Arch Cushion absorbs jars and jolts—reduces over-strain and general fatigue—makes for good teamwork between a man and his feet. They move as naturally as though barefoot in Keds. Pull-proof eyelets.

*They're not Keds unless the Name
Keds appears on the Shoe.*



"U.S." Keds
REG. U.S. PAT. OFF.
The Shoe of Champions

THEY WASH

HYGIENIC KEDS take to soap and water like your socks. They're easy to keep clean and healthful.



UNITED STATES RUBBER COMPANY
ROCKEFELLER CENTER, NEW YORK

By Franklin R. Zeran

Vocational Editor

JOBS IN AVIATION

MORE young people are anxious to enter aviation than any of the other transportation fields. But, because of great cutbacks at the close of the war, this industry now employs only 200,000 compared to its wartime peak of 2,000,000. In the manufacturing branch the only field in which a personnel shortage exists today is that of aeronautical engineers. But aviation has a promising future; today's research — an interesting and vital field — points to rapid expansion in the next decade.

Civil aviation cannot afford as many specialists as military aviation. With the supply of aviation workers now exceeding the demand, the entire industry is making stiff requirements of those seeking jobs.

There are six major fields for employment in aviation.

CAA and Manufacturing

The Civil Aeronautics Administration has jobs in four classifications: *technical, operational, maintenance, and administrative-clerical*. Qualifications for technical jobs are high and starting salaries are low. These conditions pre-

vail generally. Prospects of immediate employment are not good.

Manufacturing also must be eyed from the long-range point of view by today's high school student. Aviation manufacturing cannot absorb its own veterans now. But later there should be mechanical jobs in construction, aeronautical draftsmanship, research, and design.

Airlines and Airports

Airlines, where competition is keen, employ flight engineers, navigators, radio operators, flight and ground crews, and a small number of stewardesses (or hostesses), and administrative personnel. Today only one commercial airline requires nurses for hostesses. Openings are not numerous. When the international field develops and more pan-American and transcontinental flights are scheduled, there will be more jobs for both men and women.

Airport work, sales, and service offer opportunity for individual jobs and for private business ventures. There must be flying instructors, salesmen, repair and service men, because charter flying is increasing. These so-called "fixed base operations" require knowledge, skill, and, above all, "business sense" to make private enterprise pay. A capable pilot can't make a living with a single plane. Fixed base operators must be versatile, capable of any work from that of flight engineer to cleaning out the shop.

Feeder-cargo business may offer opportunities later. Feeder lines will employ the same type of workers as the trunk lines, but competition is keen here and expansion has been slow, due to the financial gamble.

Industrial flying offers more job op-

Free Pamphlets on Aviation

Senate Report on U. S. Aircraft Industry, S. Report No. 110, part 6, Report of the Mead Committee, Senate Special Committee to Investigate National Defense Program. 39 pages, free from Aircraft Industries Association, 610 Shoreham Building, Washington 5, D.C.

Need for National Air Policy Board, S. Report No. 1909, Interstate & Foreign Commerce Committee Report on S. 1639. 273 pages, free from Aircraft Industries Association.

History of American Air Policy. Prepared by AIA staff. 31 pages, free from Aircraft Industries Association.

National Policy for Aviation, Planning Pamphlet No. 51-52, National Planning Association. 68 pages, free from Aircraft Industries Association.

Air Coordinating Committee Report on Peacetime Aircraft Industry. Report of the subcommittee on demobilization of the Aircraft industry. 52 pages, free from Aircraft Industries Association.



portunities than any other branch: aerial photography; crop dusting; aerial seeding; patrol of communication, pipe and power lines, forests, etc.; contract air freight; spotting schools of fish; transport to inaccessible resort and hunting areas; fresh food transport, etc.

Planes at Work

Every airplane at work produces jobs. Nearly all of these jobs require education and training, but beginners may qualify as apprentice mechanics and advance to junior mechanics and mechanics. The industry requires pilots, flight navigators, meteorologists, traffic reservationists, flight dispatchers, passenger agents, stewards, stock and storeroom handlers, cargo handlers, ground communication workers, flight radio operators, flight engineers and inspectors, air carrier radio technicians, maintenance and operations inspectors, junior aeronautical inspectors, aircraft communicator trainees, and communicators. Because so many of these jobs are technical, the following questions should be considered:

	Yes	No
I like to study.	_____	_____
I get 85 or better in such subjects as physics—; mathematics—; English—; social studies—; foreign languages—.	_____	_____
I plan to take advanced training beyond high school.	_____	_____
I have hobbies related to aviation.	_____	_____
I have had work experience related to aviation.	_____	_____
I am able to organize facts.	_____	_____
I am able to analyze problems.	_____	_____
I am able to relate theories and abstract ideas to concrete situations.	_____	_____
I am willing to work long hours in order to do a job right.	_____	_____

Note: Affirmative answers to these questions indicate interest and aptitude only. They do not constitute a score indicative of occupational qualification.



Democratic Poll Tax

There's been much talk lately about poll taxes and whether they aren't out-of-date in a progressive country like the U. S. But Australia has a poll tax that seems to us far from backward. The Australian tax works in the reverse to ours. While some of our states rule that a citizen must pay a tax in order to vote, in Australia it costs money *not* to vote. Any citizen who fails to show up at the polls on election day without a good excuse is fined \$7.00. Result: an almost 100 per cent turnout in elections. Our biggest elections rarely represent more than 70 per cent of the electorate.

No Slip, No Scatter

Do Mom's precious scatter rugs scatter "yours truly" far and wide every time you attempt to cross one of her highly polished floors? Next time you pick up your damaged carcass, make a note of the fact that rubber anchors for scatter rugs are now available. The anchor, a sponge rubber cushion, can be cut to fit any size rug and will avert countless catastrophes in the living room.

Hold That Cold!

There's a new kind of lining for the housewife's shopping bag. The lining prevents frozen foods from defrosting. It is said to hold the cold for eight hours. Thus equipped, the working gal can buy frozen peas during her lunch hour, put them in the bag, and find them still frozen at supper time.

It's a Sandwich, Son

Are you cursed with brothers who devour sandwiches faster than five sisters can make 'em? This'll stop the boys. There's an electric sandwich machine capable of turning out 3,000 sandwiches an hour. All you do is hand the machine a loaf of bread. The machine slices the bread, applies the filling, slaps the slices together, cuts them diagonally, and toots them off to a table for wrapping. (Although this master mechanism may be a mighty boon to congested lunch counters, we'll bet it can't turn out one Dagwood as good as ours. There Science will have to bow to Art for some time to come.)

— ALLEN ALBRIGHT

Have you heard of something that's "brand new"? We'll pay \$1 for any item used in this column. Address Allen Albright, "What's New" Editor, Scholastic Magazines, 220 East 42nd St., New York 17, N. Y. Please sign name, and home and school addresses.

Captain Tootsie and the Log Jam RESCUE

BY CC BECK AND PETER COSTANZA



What's chocolaty, chewy, delicious as the dickens? Tootsie Rolls, natch! And just ee-magine—all that luscious goodness is actually good for you! Yes sirree, a Tootsie Roll sends quick energy shootin' to your muscles so you can jump an' run faster, an' win the games! Tell Mom and Dad. Better yet, treat 'em to Tootsie Rolls. They'll be so surprised—maybe they'll keep Tootsie Rolls in the house all the time!

BUY THE BIG JUMBO SIZE TOOTSIE ROLLS!





by Gay Head



friends to your parents in a friendly, informal way. It pays for them to get together.

Q. If you are entertaining and the hour is growing late, how should you tell your guests that they should leave?

A. Usually guests can sense when their time is up. If you serve late refreshments as a climax to your party, they'll probably take the cue and leave shortly after the ice cream is polished off.

However, if your parties have a reputation for being so exciting that nobody ever remembers to go home, a little advance strategy will be necessary. You might state the curfew hour of your shindig when you issue the invites. Just toss out the information that the party is from 7:30 to 11:00.

Should this hint slip their minds, get your friends to aid in heading the stampede homewards. Slip the word to Margie ahead of time. Tell her your Dad disapproves of parties which don't break up at eleven. Comes the hour, you can count on Margie to announce that it's time she was going home. Margie may want you to do the same for her sometime.

Q. If you have to leave a party earlier than the rest, how should you excuse yourself?

A. With as little to-do as possible. Slip aside quietly and get your coat. Go to your hostess and thank her. Toss a general good-bye to the gang. And out the door! Don't make an issue of the fact that you must leave early.

Naturally, if you play the tragedienne in announcing the fact that you have to leave early, everyone will begin to feel sorry for you and plead with you to stay a while—which may lead to disaster on the home front. But early good-nights are never awkward unless you make them so by agonizing over the situation.

Besides, it's always smarter to be the

first to leave than the last to go home. You avoid the possible embarrassment of having stayed longer than you were supposed to—and you avoid the risk of circles under your eyes tomorrow.

Q. What is the proper way to cut-in on a couple who are dancing?

A. The boy who wishes to cut-in walks up to the couple dancing and, as he taps the boy on the left shoulder, says, "May I cut-in?" or "Do you mind if I cut?" To simply demand, "Cut!" is bad manners. After all, the other fellow staked out his claim first. If you want to share the wealth, you should at least be courteous about it.

The boy who is being cut-out should thank his partner for the dance and leave the floor. A boy should never refuse to let another boy cut-in on a dance unless the challenger is drunk or dangerous—and most of your friends won't be, we hope!

Q. At a dance what should a fellow do when the same guy keeps cutting-in on him? Slug him?

A. You don't "slug the guy," no matter how great a menace you consider him! Nor do you tell him to "lay off." Nor do you try his own tactics of cut-throat cutting back. Nobody wins in that kind of fight except the girl. She may love it, but it doesn't show you off to much advantage. It points up the fact that the situation is out-of-control.

Dating a girl for a dance doesn't give you priority on every dance. If Charlie cuts in on you and Midge, let him have a whirl with her before you claim her again. Boys usually cut-in on you because they want to dance with a gal, not because they want to start a game. Besides, isn't Charlie's cutting a compliment to your taste?

BOY dates GIRL



✓ Tops, don't miss. ✓ Worthwhile. ✓ So-so.

CLOAK AND DAGGER (Warner Bros. Produced by Milton Sperling. Directed by Fritz Lang.)

Warner Brothers have filmed another chapter in the saga of the OSS (Office of Strategic Services). If the original purpose was to make a documentary film about the rugged life of our "plain-clothes army," the intention wavered somewhat in the filming. The "cloak and dagger boys" appear to be pretty romantic fellows.

All the characters in the story — from the top OSS man in Washington down to a weary, but courageous woman in the Italian underground — frequently say that their life is a lonely, embittering existence. But still the romantic note persists.

The hero of this particular operation is a college professor (Gary Cooper). He is sent to Europe by the OSS to investigate Germany's progress in atomic research. Although yanked out of his physics lab and flown to Switzerland — with hardly enough time to pack his bags — the professor seems not at all handicapped by his lack of training in spy techniques. He appears an old hand at squiring around female enemy agents, at dodging bullets, and at donning disguises.

But if Professor Gary Cooper turns spy a bit too easily, we forgive him readily because he looks *so good* eating an apple!

When the relationship between the professor and his Italian colleague, Gina (Lilli Palmer), begins to be more absorbing than atomic matters, we try to forgive that, too. Lilli Palmer, an English actress (wife of Rex Harrison, the Britisher who is currently beguiling the American public with his performance in *Anna and the King of Siam*), is seen for the first time on the American screen. The warmth and concentration she brings to a difficult role make most of our Hollywood-bred ladies look like sticks. We want to see more of Lilli Palmer.

Cloak and Dagger is an odd mixture of good and bad movie-making. Though boasting many superior moments, it often resorts to ancient and over-worked devices. But in spite of its strange ingredients, the apple-eating

professor and Lilli Palmer make the film good entertainment.

TWO YEARS BEFORE THE MAST (Paramount. Produced by Seton I. Miller. Directed by John Farrow.)

Any resemblance between Richard Henry Dana's classic sea story and this film is a feeble one. True, the story takes place in the 1830s. The action occurs on the deck of the brig *Pilgrim*, which sails between Boston and California. Oh yes, there's even a chap named Dana in the crew. But beyond these meager facts, all incidents and characters have been supplied by the scriptwriters. Oddly enough, these liberties do not keep Paramount's current

offering from being a hearty, well-acted salt-water tale.

Alan Ladd, Brian Donlevy, William Bendix, and Barry Fitzgerald are among the stalwart crew who endure the rigors of a stern sea and sterner captain. The nautical detail and salt water flavor are authentic.

MOVIE CHECK LIST

Drama: ✓ Cloak and Dagger. ✓ Two Years Before the Mast. ✓ Notorious. ✓ Henry V. ✓ The Killers. ✓ Specter of the Rose. ✓ I've Always Loved You. ✓ Angel on My Shoulder. ✓ Black Beauty.

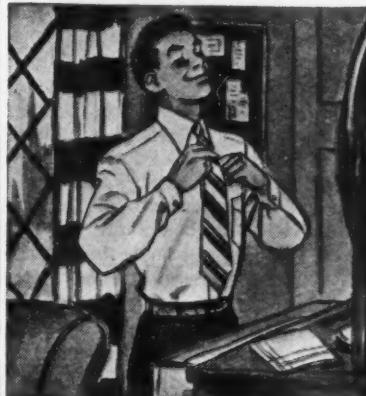
Comedy: ✓ Caesar and Cleopatra. ✓ White Tie and Tails.

Mystery: ✓ Crack-up. ✓ The Big Sleep.

Musical: ✓ If I'm Lucky. ✓ Blue Skies.

✓ Three Little Girls in Blue.

How to scheme to win your dream



1. You pine to meet the delectable Suzanne, but she goes for football heroes only! However, your touchdown chums have fixed up an introduction. So you don your Arrow Outfit — a triple threat of handsome Shirt, Tie, and Handkerchief!



3. Suzi purrs at your jiving . . . is amazed that, for a football player, you're such a smooth dancer. Your face blazes but she doesn't notice! She's gazing at your colorful Arrow Tie and Arrow Handkerchief. (Depend on them for close teamwork!)



2. To impress Suzi, your friends (?) say you're a flash quarterback! That puts you in a jam, for, as a hero your score is zero. But wait till she sees how Arrow's Mitoga fit flatters your torso. (Arrows are Sanforized-labeled, shrinkage less than 1%).



4. You decide to confess the trickery. Suzi laughs. She's so delighted with your dancing she accepts your prom bid! MORAL: Though you never won lineage in a scrimmage, Arrow can help you score on the dance floor! Cluett, Peabody & Co., Inc.

ARROW SHIRTS AND TIES

Handkerchiefs • Underwear • Sports Shirts

Walls should be made of rubber these days! But here's a double-duty closet for Bud and Sis.

TIPS FOR BOYS

Share and Share Alike

Sis' clothes won't get in your way—or in your hair—if you design your closet for double-duty. In fact, two can live *neater* than one—you each have less space to look after! But, like all experiments, this one requires cooperation from both sides. Which means that you have to stick to *your* side of the closet.

If Sis hangs her belts on a nail in the back of the closet—don't trespass. Hammer your own nail! There's a handy rack for your ties—so there's no excuse for draping them over Sis' dresses—or the dresser!

Even if you don't share your closet, do away with that "Fibber McGee act" of piling shoes on the floor, along with baseball mitts, paint cans, science notebooks, and battered model planes. It may take an extra second tonight to put your shoes back on the shelf, but you'll make up that second tomorrow morning by knowing where they are.

As for the paint cans and other assorted debris, get them up-on the top shelf where they'll be out of your way. It's easier to climb for them than to wade through them.

Hi there—

Want to Stretch Your Clothes Closet?

If the suggested sketch doesn't suit your needs, revise it. You may prefer to do away with the shoe shelves and hang your slacks inside the closet. Line your shoes up on the top shelf, in boxes labelled, "Saddle shoes," "Moccasins," for quick reference work. That leaves the inside of the closet door free for a cabinet.

You can buy a cabinet at the hardware store or, if you're handy, build it yourself. Make it your hobby lobby for chemistry flasks, stamp albums or whatever else you dabble in. Or perhaps you'd like to use it for all those odds and ends that get in everybody's way in the hall closet! A good prescription, this, for making friends of your family.

You can adopt this hobby-lobby plan even if your closet is too shallow to accommodate a door-cabinet. Store your odds and ends on the shoe shelves, and hang shoe-bags on the door for footgear.

TIPS FOR GIRLS

Divide and Rule

Perhaps you're one of the lucky ones who doesn't have to share a closet. But no matter how much wardrobe space you have, your clothes are bound to be crushed unless you arrange them methodically. Away with closet-creases! A garment bag hung flat against the back wall will protect date dresses and your one-and-only formal from spots and rips. Hats will hold their shape if you keep them in hatboxes on the top shelf. Transparent plastic hatboxes are a good investment, but it's easy to locate the right hat at the last minute if you'll label the boxes: "Brown cloche," "Blue beret," etc. A small metal ring attached to the front of each box will eliminate tip-toe tactics and stretching exercises.

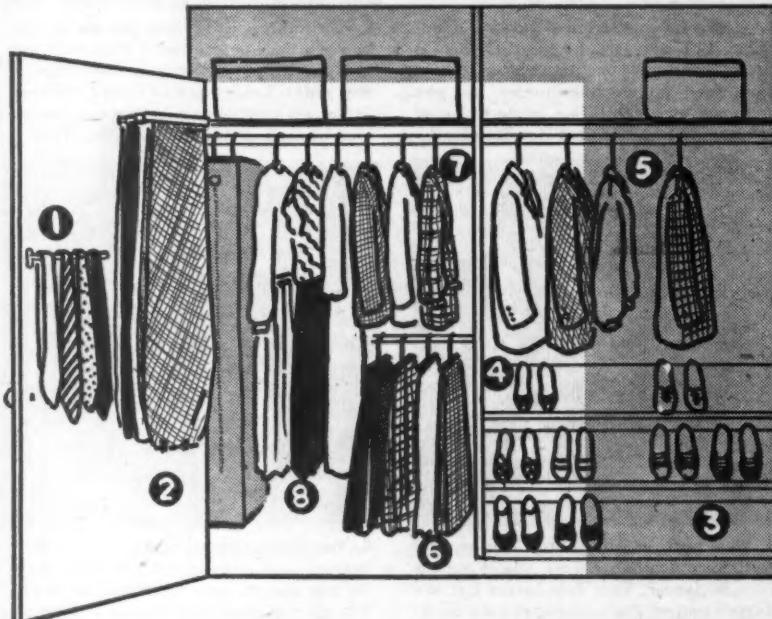
That top shelf is also a handy spot for pocketbooks and sweaters—both items to be filed away in boxes, bags, or plastic cases. (The pocketbooks, incidentally, will keep their good looks longer if you stuff them with tissue paper when you put them away.)

If your closet does double-duty, mark *your* boxes with your name; ditto for your closet-mate's. And once you choose sides, stick to them!

Inside Stuff

Does your decorating scheme stop at the *outside* door of your closet? Why not carry it *inside*? Here are some suggestions to start you off: That strip of wallpaper that was left over after papering your room (or the living room) will probably fit the panel on the inside of the closet door. Or perhaps you'd prefer to use bright decals on the door. Choose narrow paper edging in a matching color for shelf-trim. Wrap colored Scotch tape around the hanger pole to camouflage the spots where the paint is peeling.

For an extra fillip, decorate your hatboxes and shoeboxes with either the Scotch tape or the shelf trim. Your brother may object to this feminine foolishness, if you're doubling up, but you can win him over by compromising on a solid-color decorating scheme.



BUD AND SIS SHARE A CLOSET: Bud's ties (1) and slacks (2) inside the closet door; shoe shelves divided between Bud's footwear (3) and Sis' (4). His jackets hang on the right side of the closet (5) which is separated from the left by a partition. A short metal rod braced against the partition holds Sis' skirts (6). Above are her jackets (7), and alongside are her dresses (8).

HALLOWE'EN

Without Hoodlums



o set?

TOMS RIVER, N. J. has had Hallowe'en celebrations before, but last year's was different — thanks to the co-operation of school students, school and township authorities, local merchants, and the Kiwanis Club.

It took all of these people to make an idea work, but the idea was worth their effort. The school students got a holiday from classes. The merchants had their store windows decorated artistically instead of smeared mercilessly. Toms River had a Hallowe'en without hoodlums!

Here's the story:

A local pastor, the Rev. William H. Matthews, Jr., proposed to the Kiwanis Club that they get the cooperation of school students, school authorities, and local merchants in a project to decorate store windows with paintings for Hallowe'en.

The Kiwanians went to work. The merchants not only consented to co-operate, but contributed \$100 worth of merchandise for prizes to the student artists. The Township Committee contributed \$100 more. The two fire companies who, in prewar years, had sponsored a costume parade and street dance, agreed to repeat the celebration. The high school dance band volunteered to furnish music for the street dance. Even the weatherman obliged with seven perfect days in Hallowe'en week.

Paint Instead of Grease

All students from the sixth to twelfth grades competed, working in teams. There were three divisions in the contest for prizes: Hallowe'en drawings, art decoration, and commercial pictures.

Each student team was assigned a store window. They measured the window and submitted a small scale layout of their plans to the two art teachers, Mrs. Ethel E. Lewis and Miss Margaret Meredith. With their plans approved the students were ready to go to work on the windows — with tempera paint.

Two days before Hallowe'en they were dismissed from classes and spent the whole day on the sidewalks — painting pictures. Each group had its complete outfit of paints, brushes, water, rags, and razor blades.

It was fun, but the kids were serious

about what they were doing. Hundreds of citizens stopped to watch the pictures grow. A few merchants who had not signed up for pictures changed their minds and asked the students to decorate their windows. It was valuable advertising.

There were all sorts of "artistic expressions" — pumpkin faces, witches,

spooks, farm and forest landscapes, scarecrows, and some very clever drawings of carrots, turnips and other vegetables and fruits in human form.

The forty-two finished windows, decorated by 100 students, drew applause from everyone — merchants, parents, and teachers alike. The art work was judged by three local citizens and prizes were awarded at the street dance following the Hallowe'en costume parade.

It was all fun — and no horseplay — and it proves again that school and town can work together in a community effort to the benefit of all.

**WIN A
CASH PRIZE!**

**ENTER THE "MR. PEANUT"
CROSSWORD PUZZLE CONTEST**

118 PRIZES!

1st Prize	\$25.00
2nd Prize	\$15.00
3rd Prize	\$10.00
4th Prize	15 Prizes of \$1 Each
100 Honorable Mentions		— 2 vacuum-packed tins of Planters Peanuts

Read These Rules Carefully

1. Anyone under the age of 21 may compete.
2. After completing the puzzle, write a sentence of 18 words or less, beginning "I like Planters Peanuts because—," and containing at least 3 words from the puzzle.
3. Each contestant may submit more than one entry. Send empty Planters Peanut bag or wrapper with each entry, or send a hand-drawn facsimile of the wrapper showing Mr. Peanut. On top of page write your name, age, home address, city and state.
4. Mail entries to Planters Contest Editor, 14th Floor, 220 East 42nd St., New York 17, N. Y., to arrive by midnight, March 4, 1947. No entries accepted after that date.
5. Prizes will be awarded to those submitting complete and correct solutions to the puzzle and whose statements are considered most accurate and suitable for advertising and publicity use. Judges' decision is final. Winners will be announced in the April 28th issue of this magazine. In the event of a tie for any prize offered, duplicate prizes will be awarded.

ACROSS

1. What you get from eating Planters Peanuts.
4. What Planters Peanuts give you.
8. Clothes.
9. Single unit.
10. Obtain or become.
11. Soft coat of hair that covers many animals.
12. Yes.
13. Foot (abbrev.).
14. Hebrew prophet and book of the Old Testament.
18. Manufacturers of crisp peanuts.
22. Built or formed.
23. Company (abbrev.).
25. Kind of fish.
26. To regret.
27. Personal pronoun.
28. Consumes food.
29. Place from which golfer starts playing each hole.

DOWN

1. What Planters prepares for your enjoyment.
2. To go in.
3. Animal kept as a favorite.
5. Capital of Latvia.
6. A color.
7. Pertaining to a certain time.
9. At a distance.
14. Particle used to show where.
15. Objective case of I.
16. Conjunction suggesting a choice.
17. Steamship (abbrev.).
18. From noon till midnight.
19. Louisiana (abbrev.).
20. In the Year of Our Lord.
21. Northeast (abbrev.).
23. Line of action.
24. Kind of poem.
25. Greek Island.
27. What you wear on your head.

Water Hog

(Concluded)

There was no trouble after that about water.

Fall eventually turned into winter, and it looked as though winter would turn into spring with no more than a nip or two of frost. But what happened in the middle of February amazed everyone. On a Thursday it began to snow, slowly at first, in advance flurries, and then fast as the giant flakes, hurried by feathered multitudes from above, pelted blindingly at the silent world. Faster and faster they came, crowning the loaf-shaped haystacks, drifting over roads and fences, burying sagebrush in a foaming sea, and laying siege to house and barn, nearly driving the dirty gray smoke back into its chimneys in shame.

It was to such a snowbound scene that Rourke awakened in the smaller hours of Monday morning. He was loath to leave a warm bed for the discomforts of a drafty barn, but he knew that milking had to be done. Having buckled his overshoes and lingeringly donned a mackinaw, Rourke lifted a corner of the kitchen windowblind, to stare into the velvety pre-dawn darkness. Funny, he thought, how warm the darkness looked; he was always slightly shocked at the chill which blued his hands and rouged his ears when he stepped into the murky outdoors. Every morning he performed the windowblind ceremony partly because it delayed his projection into a world of clanking milk-pails, heavy-odored cattle, milk-hungry cats, and frigid, glaring light bulbs.

There would be all these things this morning—and something more. In fact, it was queer the cows weren't bawling already. They had been on reduced rations for the last three days, and now the hay was all gone. He had meant to order hay on Thursday, but the swirling snow had made him change his mind. He would wait till Friday—by that time the snow would be melted.

Friday had come and more snow with it. Deeper and deeper it had piled. That day the mailman had made his last delivery and chugged back into the swirling veil of white, his Model T protesting at each turn of the engine. At 11:30 a.m., the milk driver heaved the ten-gallon cans onto his truck. By mid-afternoon all by-roads were blocked.

Rourke turned to the red cookstove, where a battered teakettle steamed merrily. After scalding a can, he refilled the kettle and set it back to boil. Then, collecting a couple of milk pails, he started with his load of tinware for the barn.

There were a lot of things about the cattle business Rourke didn't understand,

stand, but there was one thing he knew by rote: a cow has to have enough of the right kind of feed before she will produce milk. Oh, sure, she will give milk even when she hasn't had feed for a day or two: *but for continued production she must have a properly balanced diet.* It hadn't taken Rourke long to discover that; now he was re-learning his lesson. He weighed the appetites of 23 ravenous bovines against the slender supply of oats in the feed house and decided that only a miracle could save the herd. Miracles seemed few and far between in Idaho.

Pausing in the deep-scooped path Rourke glanced across the drifted south pasture, faintly blue-white in the wan moonlight and scored by the pale shadows of twisted apple trees. From the firmament stars like hard chunks of ice sparkled in their Stygian showcase. The tall man's eyes remained fixed on the barren orchard, whose octopus arms clawed the sky.

Old Haley had a pretty good year, he thought. A pretty good year. Made a slew of money off his apples and had a good crop of grass to boot.

The remembrance of grass brought to mind that sunny day last fall when Jack and he had paid Haley a little visit.

Only when his nose began to feel like an icicle did the tall Irishman's thoughts fall back on present problems. He suddenly found himself standing in the middle of the path staring into space, while the milk can and pails were beginning to feel like lead. Then in a half-despairing, half-fighting mood he continued toward the barn. Sure funny the cows weren't kicking up a fuss. They made an awful racket yesterday morning—mebbe they're still asleep.

The gate hinge squealed as he passed through. One of the cats came racing down the snow-banked path to meet him, leaping lightly from boulder to boulder over the rock wall which shut off the barnyard. It rubbed a meowing ball of fur against his booted leg as he unfastened the double barn door.

The familiar, pungent aroma of cattle, manure, old burlap, and hay greeted Rourke's nostrils. In fact, the odor and the scene was so familiar that for a moment he couldn't place what was the matter.

Then it struck him: the cows were lined in their stanchions, quietly munching and contentedly tossing their heads.

Rourke took a step closer, looked hard and blinked. He dropped the buckets and can with a clatter.

"I'll be darned," he ejaculated incredulously, "Orchard grass!" He rubbed his unshaven chin and stared thoughtfully at his boots. "The old cuss," he muttered, "couldn't let an animal suffer. Poor, lonely, old cuss."



That's a Joke, Son

As you've probably read, Senator Claghorn—Kenny Delmar—is a movie star now. You'll soon be seeing *It's a Joke, Son*, starring Kenny.

Kenny was a surprise to us. He didn't look at all as we had imagined he would. He's a stocky little man with bushy hair that stands up in different directions, and he wears big, black, horn-rimmed glasses.

In fact, he looks something like a fat Harold Lloyd. We told him so.

"That's what they said at the studio, too," he told us. "They won't let me wear my horn-rimmed glasses because with them on I look too much like Lloyd. In fact, they gave me a flock of makeup tests, and I looked like too many actors—like Jean Hersholt, Edward G. Robinson, J. Carroll Naish and Ed Wynn."

But after thirty-six makeup tests he finally wound up looking the way people think Sen. Claghorn should look. He'll just wear his own face plus big, bushy, prop eyebrows. He'll have no beard and no moustache, and his glasses will be the pince-nez type.

There will be plenty of gags about the South, of course, in *It's a Joke, Son*. This is one of them.

Una Merkel, Claghorn's wife, tells him to come into the house—"a north wind is blowing, and you'll catch cold."

Replies the Senator: "There is no such thing as a north wind. That's just the south wind coming back home."

—Erskine Johnson

Wrong Profile

In a Hollywood haberdashery, John Barrymore once selected a number of articles, ordered them sent to his home address, and started to leave. "And your name?" asked the clerk.

"Barrymore," was the cold reply.

"Your first name, please?"

John looked at the clerk in surprise, then barked, "Ethel!"

The Best I Know

Clean Cameraman

Since shooting started on Samuel Goldwyn's *The Secret Life of Walter Mitty*, starring Danny Kaye, speculation has been rife as to why Technicolor cameraman Lee Garmes wears gloves. One faction said it was an affection and another claimed Garmes had allergies. When finally asked, Garmes replied: "to keep my hands clean!"

ARE YOU GETTING YOURS?

If not — or if you know someone who isn't — here's an inside tip: the last 9 issues of this term are obtainable for about HALF the usual subscription price. Your teacher has complete information and a special order card in the teacher's desk copy this week. Ask to be included in the class subscription NOW!

Be-Spectacled Interruption

The world-famous traveler, lecturing about his adventures and coming to his most thrilling experience, exclaimed in a tone of awe, "Friends, there are some spectacles that one never forgets. . . ."

"Pardon me, sir," interrupted a bright little woman down in the front row, "but will you tell me where I can get a pair? I am always forgetting mine."

Quote

Left Behind

Three professors were sitting in a railway station, waiting for a train. They became so deeply engrossed in conversation that they failed to notice when the train arrived. In fact, not until it was pulling in did they see it. All three sprinted with great diligence, and two of them caught the train.

The third was standing dejectedly on the platform when a waggish bystander said, "Why look so sad? Two out of three made it. That's a pretty good average."

"Yes, I know," sighed the professor, "but they came down to see me off."

Christian Science Monitor

Air Conditioning

Two Ubangi girls met on a very hot day in the jungle. One of them stuck her face up close to that of the other, and rapidly repeated:

"Peter Piper picked a peck of pickled peppers! Now you fan me awhile!"

McCall Spirit

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Busman's Holiday

Rapier-wit Peter Lorre has an answer for everything.

A garrulous lady visitor, meeting him on the set of *The Chase* recently, asked him coyly: "Oh, Mr. Lorre, have you killed anyone today?"

"No, Madam," Lorre replied acidly. "Fortunately for you, I'm just resting."

Erskine Johnson

Hallelujah!

A woman phoned her bank to arrange for the disposal of a thousand-dollar bond.

"Is the bond for redemption or conversion?" a clerk inquired.

There was a long pause, then the woman asked: "Am I talking to the First National Bank, or the First Baptist Church?"

Coronet

Out-Maneuvered

Private Jones, an inveterate and successful gambler, was such a demoralizing influence in his unit that his lieutenant, after trying unsuccessfully to reform him, sent him before the captain. After the interview the lieutenant was summoned.

"I've shown Private Jones he can lose a bet," the captain said. "I asked him why he couldn't stop betting, and he said: 'Sir, it's a habit I can't seem to lose. Why, I'll bet you a dollar right now you have a mole on your left shoulder.' Well, I knew darn well I hadn't, so I took off my shirt and showed him. He admitted he had lost and paid the dollar. I guess that'll hold him!"

The lieutenant was so noticeably silent that the captain asked: "What's the matter? Aren't you pleased?"

"No, sir," was the reply. "You see, on the way to your quarters Jones bet me \$5 he'd have the shirt off your back in five minutes."

The Kablegram

Wrong Technique

One of the Milwaukee Journal's crack writers received a note from a co-ed of the University of Wisconsin journalism school:

"Dear Sir: I admire your writing style very much and I have been using the same style myself on class assignments. However, when I turned in my stuff, I got a C. How do you get away with it on your paper?"

Philadelphia Record

Short and to the Point

Our neighbor was very worried because she had not heard for several weeks from her son who was away at boarding school. Eventually, however, she received a letter which read:

"Dear Mother: They are making us write our parents. Love, Jack."

Atlanta Journal

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There's no more practical or economical pen for school and campus work than an Esterbrook. That's because only the Esterbrook offers 33 different points for your personal selection — each renewable and replaceable. No matter what the assignment, Esterbrook *always* gives you the right point for the way you write.

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you'll see these thrilling close-ups of American history

● Being locked up in the prison stocks of Old Williamsburg wasn't so funny, 200 years ago, when that same punishment was meted out for wife-beating and Sabbath-breaking!

In a way, those grim stocks represent the confining restrictions of travel before America's fine highways were developed—before Greyhound buses rolled along those highways, through every one of the 48 states.

Greyhound travel reveals more spots where history happened than does any other transportation

system—shows these places to travelers *close-up*, along pleasant tree-lined streets and at wayside shrines like this one. While it offers so much in scenic enjoyment, Greyhound also provides *more frequent schedules, more comfortable seating—and fares that remain amazingly low, while other living costs shoot up.*

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Practical English

OCTOBER 28, 1946

Teaching Aids for PRACTICAL ENGLISH

BASED ON MATERIALS IN THIS ISSUE

Mister Chairman (pp. 5, 6)**A One-Period Lesson Plan****AIMS**

1. To examine some of the requirements of correct parliamentary procedure.
2. To study the role of the chairman.
3. Practice in a sample forum situation.

DISCUSSION

What are some of the requirements for the successful conduct of any meeting, or class discussion? How many guides to correct procedure can students cite from the article?

What changed Bob Larkin's mind? What are some of the pitfalls of going before your audience unprepared on the topic? What is necessary to conclude before voting is started? What should students know about opening and closing a meeting?

From their earlier lessons, what do students consider they should do about the following in preparation for a chairmanship? (1) diction; (2) poise; (3) language.

Can students add any suggestions to the list of "aids" given in the article?

ACTIVITY

Before starting the activity, have the students read "Town Meeting Tonight!" on page 7. Mr. Denny has some valuable things to say about attitude and the function of a moderator. With this information as a guide have the students vote for a chairman to preside over the class activity.

Emphasize the importance of the suggestions on the *secret* ballot and correct voting procedures.

Here are some suggested topics for class discussion: (1) Are examinations necessary? (2) Is supervised classroom study necessary? (3) How can the assembly programs be improved? (4) What is the best way for "teen-agers" to put across their opinions and ideas to the community?

REFERENCES

Modern Rules of Parliamentary Procedure, by Robert D. Leigh, Norton, New York, 1937. \$1.25.

Come to Order!, by Emma Wines and Margory Card. Odyssey, New York, 1941, 75c.

Outlines (p. 8)

Knowledge of how to set up a workable and intelligible outline will be appreciated by students in all their future studies. It is an indispensable aid for those who will go on to college, and for anyone who will take an active part in community life. A good outline is a time-saver, and the only method by which clarity and orderliness of thought in writing may be obtained.

ACTIVITY

Use the article for the lesson text and have students follow the suggested steps in building their outlines. Select a topic which the class may be preparing for a written exercise.

After the subject has been selected, draw on the board the "picture" of a good outline. (The example in the article will serve this purpose.) Explain the numerals which designate the main headings, the function of large and small letters in placement of sub-headings.

After this "picture" has been firmly established, have one of the students *fill in* the outline on the selected topic. Some discussion may arise on the placement of certain items. There is one general rule to follow in this instance. Sub-headings are listed in the order of their importance and in relation to the main topic idea.

We suggest that topical outlines be a required part of all future written assignments, themes, etc. If this is done with consistency, students will have mastered a valuable tool by the end of the term, and concomitantly their writing will be improved.

REFERENCES

Writing and Speaking, by Woolley, Scott, and Tressler. Heath & Co., Boston, 1944, \$1.28.

Handbook of English Usage, by Henry Canby and John Ordynke. Macmillan, New York, 1942. \$1.40

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COMING NEXT WEEK

November 4, 1946

Mail Call: Writing business letters asking for information; also sales letters.
How to File Letters: Alphabetical and other systems of filing; cross references.
A Free Press: Eighth article in "How to Read a Newspaper" series.
Sign Language: More uses of the comma.
Learn to Think Straight: Name-calling and its dangers in clear thinking.
Shop Talk: Agricultural terms.
Quiz, Slim Syntax, movie and record reviews, Boy dates Girl, sports, etc.

† All Adds Up (p. 9)

Continuing our discussion on "How to Read a Newspaper" we have the feature which draws readership on one count only — eye appeal.

DISCUSSION QUESTIONS

The questions and answers in the article on why we read ads will serve as a springboard for others. What different types of ads are there? What is meant by an "institutional" ad? Why is advertising essential in the economy of a newspaper? What determines the price of space on a page?

What is a tabloid newspaper? What is its appeal to some readers? How do pictures "drive home" a news story? Do students first read the items which carry pictures?

Have students examine their copies of this magazine. Do photos and sketches make the written page more interesting?

REFERENCES

The Newspaper: Its Making and Its Meaning, by staff members of the *New York Times*. Scribner, New York, 1945, \$2.00.

Learn to Think Straight (p. 11)

"All words have specific meanings, but many of them suggest other things, in addition to their specific meanings."

Combine this lesson suggestion with your class discussion on how to read the newspaper advertisements.

In some ads the "thinking process" is very clear.

1. A famous person uses a product.
2. The product offers many fine features.
3. It is good for *you*, too.

Rarely do advertisers make the final statement, but the inference is drawn. The particular product may be very bad for *you*! Here is how *your* mind works.

1. A person of note and presumable taste uses the product.

2. The product can do all these fine things for her.

3. By this time *your* mind is sold without your thinking.

Tell students to open their eyes on their way to and from school and practice their "thinking exercise." They should examine the car and magazine ads, look at the Saturday movie for logical conclusions to the story which tie in with

the advertising posters, listen to the radio for a commentator's "thinking system."

They should learn to let the advertising blurbs work for them and not against them by evaluating the product for its usefulness and not its picturesque or emotional appeal. They should examine the "copy" and discern where the selection of words can lead their thinking astray.

Jobs In Aviation (p. 24)

For many years young people have been interested in the astonishing growth of aviation. As the article points out, "more young people are anxious to enter (it) than any of the other transportation fields."

As individual flying grows more and more popular with the years there will be a steady increase in student interest.

Call your students' attention to the questionnaire in the article and ask them to fill it out. The note of warning on the scores they make should be given particular attention.

The list of free materials on the subject will be a welcome addition to the school library shelf. Why not suggest to students that they turn their letter writing knowledge to good use by sending for some of the pamphlets?

In the issue of October 14 there was a feature story about an airline hostess which if reread in conjunction with this article may take on fresh meaning for the girls in the class.

Answers to "Who? Which? What?" (p. 12)

Mister Chairman:

1—"The meeting will please come to order"; 2—Announce the topic of the day; 3-seconded; "Is there any discussion?"; 4—"Will all in favor say *aye*?"; "Those opposed say *no*?"; 5—take the vote by secret ballot; 6—sum up the discussion; "The meeting is adjourned."

Keep Your Outline in Line:

- I. Benefits of Good Commercials
 - A. Could be really entertaining
 - B. Could give helpful information
 - C. More attentive audience
- II. What's Wrong with Commercials?
 - A. Too long
 - B. Interrupt programs
 - C. Discuss unpleasant ailments
 - D. Exaggerated claims
- III. How to Correct Situation
 - A. Commercials should be shorter
 - B. Used only at beginning and end of programs
 - C. Must be in good taste
 - D. All claims must be proved

Pairing Off:

1—(a) aloud, (b) allowed; 2—(a) correspondence, (b) correspondents; 3—(a) fair, (b) fare; 4—(a) principal, (b) principle; 5—(a) role, (b) roll.

CORRECTION

In the article entitled "Dear Sir" (September 23rd issue) the date line of the letter addressed to Long's Department Store was inadvertently placed above the address of the writer. The date line should have been below the address of the writer.

We regret the mistake and we gratefully acknowledge letters of correction from Miss Margaret Stattler, Senior High School, Rock Island, Ill.; Miss Jeane Arnold, Avon Lake (Ohio) High School, and Miss Ida C. Giachini, Kelvyn Park High School, Chicago, Ill.

Off the Press

New Publications of Interest to Teachers

Lost Men of American History, by Stewart H. Holbrook. Macmillan, 1946, \$3.50.

Both English and Social Studies teachers will find this book achieves a high standard for readability and information. Starting with the housing adopted by Captain John Smith, and the introduction of the log cabin by the Swedish colonists, it comes down to the present. The "lost men" — who were never given their due in history — were all worthy of a better fate. All were colorful geniuses in their own right and prodigious contributors to the life which all the world recognizes as American. Some of them have been "honored" in *Scholastic's Builders of America Series*; many others will probably be strangers to you. Among the latter group are Frederic Tudor, the first Ice King; William Hoard, the father of standardized, sanitary dairying; John Baldwin, who invented the grindstone and spent his profits for co-education. Women, too, receive their just measure of acclaim — Dr. Mary Walker; Dorothea Dix; Clara Barton; the Grimké sisters, to name only a few.

Album of American History (1835-1893), edited by James Truslow Adams. Scribner's, 1946, \$7.50.

The *Album of American History* series started in 1944 is now enhanced by a third volume covering the Civil War period and later 19th century, which in every respect lives up to its expectations. No finer collection of pictorial Americana is to be found between the covers of a book. The commentary throughout is excellent, crisp and authoritative, a worthy supplement to the admirable pictures.

1st Denver Congress on Air Age Education, University of Denver Press, 1946, \$2.50.

More important than the physical realities of speed and distance embodied in aeronautical improvements are the provocative problems of human relations on a world scale, considered at the Denver Congress on Air Age Education. The challenges of new questions in the fields of politics, economics, and social relations were accepted and evaluated by leading representatives of the aviation industry and the educational world. The finds of the Congress are perhaps too general, but agreement was reached that rather than increase the technical education program in

aviation, the *social implications* of the air age should be strongly stressed in the public schools.

Plastics, by A. J. Lockrey. D. Van Nostrand, 1946, \$2.75.

How to do things with plastics which formerly were impossible is the theme of this second edition of a useful book for school or home work shop. Three new chapters of information on *Acrylic Resins, Acetates, and Slush Molding*, and a greatly extended "Where-to-Buy-It" section make this edition a valuable source. The project designs for shop use are commendable.

The American High School, Harper, 1946, \$3.00.

The John Dewey Society has made another thought-provoking contribution to education with this, its Eighth Year Book. It is a compilation of many expert educators who analyze the status and needs of American youth and how the high school can assist the stu-

dent's transition into adult life. Current practices in, and problems of, high schools are evaluated, and the requirements of youth to the "offerings and results of typical high school programs" are compared. Constructive emphasis is placed on the way we must come to grips with the challenge of making the high school education for all fulfill its promise. Specific recommendations for vocational classes, curriculum changes, and teacher training are outlined.

In *High School for Tomorrow*, by Dan Stiles, Harpers, 1946, \$2.50, we have a more personal and less objective point of view. His accent is entirely on activity-work programs and student participation as they pertain to the needs of non-academic students. Mr. Stiles drives home his points with caustic vigor. Educators will find much material for revitalizing our high schools by comparing the two points of view.

32 Roads to the White House, by Alberta Powell Graham. Nelson, 1946, \$2.75.

Although this book is written for young children, it may appeal to slower, older groups for it is entertainingly written, embellished with excellent illustrations by George Avison, and handles historical facts and vignettes with all the charm of light fiction.

INVITATION TO A PARTY

If you plan to attend the convention of the National Council of Teachers of English at Atlantic City this year . . . and are a subscriber to *Senior Scholastic, Junior Scholastic, World Week, Practical English, or Prep* magazines in classroom quantities . . .

You are cordially invited to a party, including buffet supper, at the Hotel Claridge on November 28 as a guest of Scholastic Magazines.

Maurice R. Robinson, Publisher, will be host at the party, which will begin at 5:30 p. m. and end before the evening session begins. Return the coupon below, and we will send you a Guest Card.

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Use the special card enclosed, and let us know your requirements promptly. The subscriptions will begin with the issue of November 4. No payment is required with the order.

News and **NOTES**

NEW ENGLISH COURSE

A course of study in English for experimental use in the Chicago Public Schools, prepared under the direction of Dr. John W. Bell by Misses Nelle F. Kerchner, Isabel Kincheloe and members of the Research Staff of the Bureau of Curriculum, has been drafted with insight and great care. Designed for use in Grades 9B through 12A, it is a mine of appealing suggestions for creative education. Among its virtues is taking cognizance of radio-movie impact on the student mind and setting criteria for judging merit in these fields.

Diversity and variety of techniques make rich use of both individual and group approaches to understanding. The course advances skills for use rather than as arbitrary exercises, and attempts to show *purposes* of education and not simply to administer it as "good for you." *Scholastic Magazines* are a recommended source of material in many of the units.

The course errs, perhaps, from too high, rather than too low an aspiration, requiring the finest teaching techniques and standards of taste from its exponents. It is not material for the novice.

ROYAL CROWN CONTEST

A 100-word letter writing contest open to all senior or junior high school students is announced by Royal Crown Cola, Dept. S3, Columbus, Georgia. The topic: "*The most interesting activity of our teen-age club or youth center.*" Substantial cash prizes are offered plus a special prize to the club of which the winning contestant is a member.

This is how it works: If you win first prize you receive \$200 in U. S. Savings Bonds, your club wins a Wurlitzer K 1015 phonograph. There are over 90 prizes in all, ranging down to records in lieu of bonds. Entries must be in on or before Nov. 30 and should include the following information: (1) name and address plainly printed at the top of the paper; (2) age; (3) name of club or youth center. Mail all entries to the above address marked *Contest*.

ANNUAL TALENT SEARCH

The sixth annual search for science talent among high school seniors, sponsored by the Westinghouse Education Foundation, began on Sept. 25. For information and entry blanks write the Eastern Publicity Division of Westinghouse Electric Corporation, 40 Wall St., New York 5, N. Y.

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